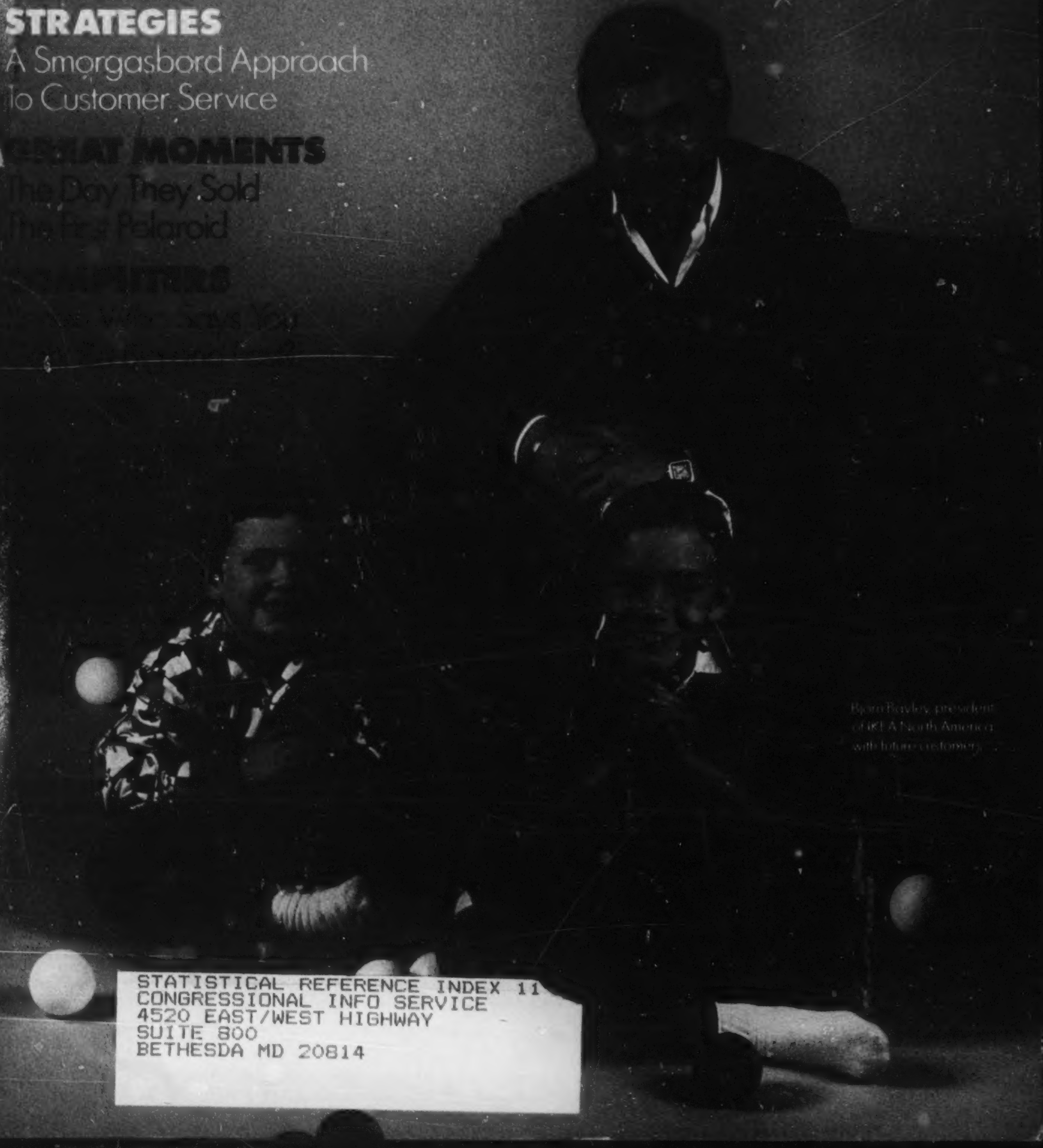
C1200-1
11/18/87

# SALES & MARKETING MANAGEMENT

NOVEMBER 1987
A BILL PUBLICATION
THREE DOLLARS



**STRATEGIES**
A Smorgasbord Approach
To Customer Service

**GREAT MOMENTS**
The Day They Sold
The First Polaroid

**[illegible]**
[illegible] Who [illegible] Says You
[illegible]

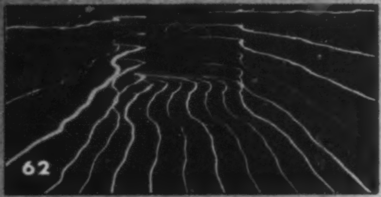
Bjorn Bayley, president
of IKEA North America
with future customers

STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

NOVEMBER 1987
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

44



62

68

COVER PHOTOGRAPH BY BILL KELLY

## FEATURES

**44 THE NEW WAVE FROM EUROPE**

When is a store also a nursery, a playroom, and a restaurant? When it's called IKEA, of course. This Swedish furniture retailer demonstrates that nothing is too much to do for a customer if it means he'll stay in the store.

**54 DID YOUR SALESMAN LIE TO GET HIS JOB?**

Deceit and deception are rampant—and some of the worst offenders are salespeople.

**62 XEROX: WHO SAYS YOU CAN'T BE BIG AND FAST?**

When speed is of the essence, it helps to have a mouse. Using individual workstations as part of an integrated system, Xerox is now winning bids it used to lose.

**68 THE DAY THEY SOLD THE FIRST POLAROID**

After that one day in Boston in 1948, the camera market would never be the same again.

**73 ONCE YOU'VE GOT 'EM, NEVER LET 'EM GO**

How much more costly it is to acquire a customer than to retain one.

**78 IS THE CALL REPORT ON THE WAY OUT?**

Not likely; in fact, companies are finding new uses for one of selling's oldest tools.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**8** LETTERS
**10** VIEWPOINT
**13** DEMOGRAPHICS IN ACTION
**16** TRAVELER'S NETWORK
**20** SECOND THOUGHTS
**23** BOOKS
**29** SHORT TAKES
**34** BUSINESS-TO-BUSINESS
**38** INTERNATIONAL
**40** MARKETERS, ETC.
**87** COMPUTERS IN SALES & MARKETING
**99** ADVERTISING/PROMOTION
**102** SALES FORCE MANAGEMENT
**108** MEETINGS
**110** MOTIVATION
**111** CO-OP AD SERVICES DIRECTORY
**113** HUMOR
**114** SALES MART
**115** AD INDEX
**118** SIGNIFICANT TRENDS
**121** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## NOT QUITE CHILD'S PLAY

They say writing is a lonely job, and it is if you exclude those who have an unnatural relationship with their word processors. But sometimes the aftereffects of article writing can be quite jolly, and I submit the cover for this issue as evidence of that.

Our cover story this month deals with the "new wave" of European retailing, as represented by IKEA, a Swedish furniture retailer that up to now has had a rather low profile in the U.S., despite $2 billion in sales worldwide. At the heart of IKEA's vision of customer service is making the buying experience as painless as possible. Among other things, for parents with kids in tow, that means a playroom to check them in before getting down to the serious business of shopping. What better way to illustrate that concept, we thought, than to show Bjorn Bayley, the young president of IKEA North America, with some of his chain's young charges.

One never knows what to expect from a shooting—just our luck that the kids in IKEA's playroom would turn out to be the wrong age or uncooperative or unphotogenic—so we covered our bets. Art director Ken Surabian asked senior editor Bill Kelley, who wrote the IKEA piece, and managing editor Al Urbanski, to show up with progeny in tow.

As you can see by the cover photo, we got what we went after, but things did not go as smoothly as they might appear. For one thing, there were layers of Styrofoam balls on the floor of the kids' playroom—so many, in fact, that it has been nicknamed the ballroom. Well, throwing the balls is off-limits, of course, but kids being kids. . . . Could that be why the smile on Bayley's face seems a trifle . . . ah . . . *fixed*, shall we say? For that matter, Urbanski tells me that his 4-year-old son Jake took the photographer's instructions too literally. Until Al explained to him that "hold it" doesn't mean forever, it appeared that Jake's smile had been cast in concrete.

So much for background. In the foreground stands Kelley's article itself, and it's very much worth your attention. At a time when everybody's pitching customer service but the pitches often fall outside the strike zone, IKEA seems to be right on the money.

Speaking of hitting home, let me not forget Herbert Kahn, a hi-tech marketing consultant and astute observer of the human condition. Mr. Kahn despairs of all the conventional approaches toward making the U.S. more competitive in the world market (like selling, at a fair price, products that people want and need). Instead, he proposes a more radical course: reeducation of the consumer.

"What we need," he writes in the *New York Times*, "is a customer trained not only to expect that the product that he purchases usually won't work but to see in that very fact an exhilarating challenge. Should the product happen to function on any given occasion, this ideal customer will boast about it all over the place. If it doesn't, he will lie about it and boast anyway, or at least keep quiet and gather his forces for another try as soon as possible."

Believe it or not, Mr. Kahn points out, customers like that exist today. If you doubt it, just walk into any casino in Las Vegas or Atlantic City, and look at the gamblers. "If they happen to win," observes Mr. Kahn, "they eagerly tell everybody, thereby encouraging others to get in on the easy money. If they lose, they pretend that they won anyway."

What marketer could ask for anything more?

Vogl

**SALES & MARKETING MANAGEMENT**

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise L. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial.

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Teoma Borden

**BUREAUS:** Washington, Paul Harris, 703-548-0277; West Coast, Liz Murphy, 818-508-5169.

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:** Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Rayna Skolnik, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network.

**READER INQUIRY:** Bristol Voss, 212-984-2241

**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**ADVERTISING SALES DIRECTOR:** Donald J. Kilmartin
**CIRCULATION DIRECTOR:** William D. Kummel
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 139, NO. 7 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1987 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $36; Canada, $52 (U.S.); Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $2 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

into thinking that they will receive free information through the mail on Medicare plan changes and insurance programs by returning a reply card. In actuality, the information is delivered by an insurance agent, who then tries to sell a policy—forbidden for insurance companies but, technically, not for unregulated lead generation firms.

Bowman said he recently turned down the business of a prospective client from Colorado who wanted him to use a Washington, DC, post office box for mail order replies, a common ruse that implies the mailer is linked with a government office or a national association. "Then he called me back and said, 'How about Pueblo, Colorado,' which is where the state's IRS forms are returned," says Bowman. Again the answer was no.

"When we represent a client, we feel we have an obligation to stay within the insurance guidelines," says Bowman, an 11-year veteran of insurance company marketing departments.

Bowman has written to all 50 state insurance commissions asking them to expand on what, in most cases, amounts to a few ambiguous paragraphs regulating lead generation. Although a number of respondents have thanked him for his concern, a batch of regulators have written to tell him they can't deal with him because his business is not an official insurance entity.

SELLING AND THE LAW

## SUPREME COURT TO HEAR MARKETING DISPUTES

Challenges to parallel importers and a manufacturer's right to terminate a dealer are key issues for marketers as the Supreme Court convenes this term. In both legal battles, however, Congress could be the final arbiter.

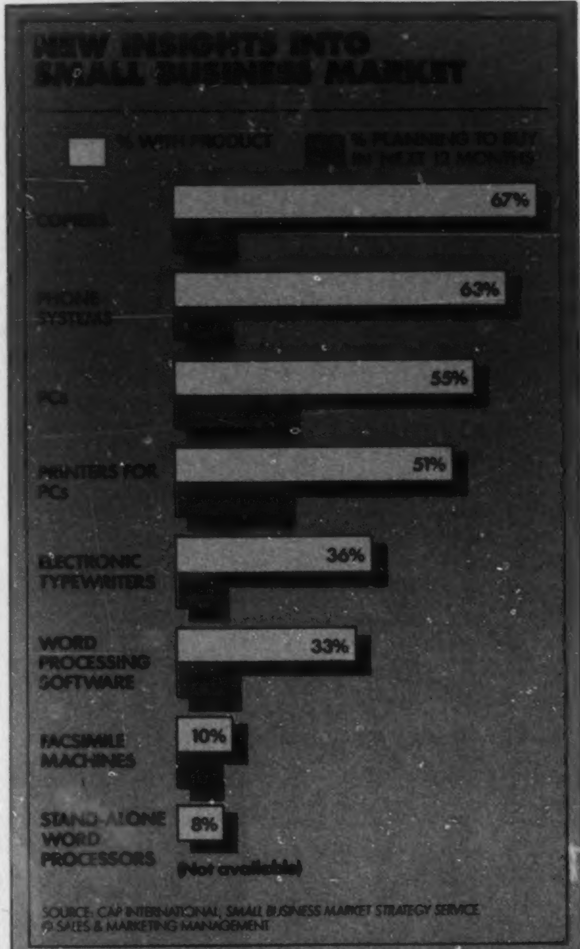
The gray market case ("K mart vs. Cartier") represents the latest attempt by brand name manufacturers to bar importing legally made goods outside their established distribution chains. At issue is a challenge to the Customs Service's continued refusal to take such action and a provision of the 1930 Tariff Act used to support its view. Suits by brand name manufacturers have brought conflicting interpretations of that statute from two federal courts. While one upheld Customs, the other said the vaguely worded provision allows the U.S. trademark holder to block goods from being imported without its consent.

Discount retailers are also threatened by Business Electronics Corp. vs. Sharp Electronics. The high court has agreed to settle a 13-year-old fight that began when Sharp terminated a Houston business calculator dealer after a rival complained of price cuts. A jury found in favor of BEC and ordered Sharp to pay $600,000, an award that was trebled to $1.8 million.

The decision was reversed by a federal court, which said the trial judge erred by not instructing the jury to find whether Sharp and the complaining dealer had attempted to fix prices. Antitrust law would be violated only if the two had conspired, it said. But the terminated dealer says the effect is the same, since competition was eliminated.

The court might not have the final say in either case, however. Legislation has been introduced on both sides of the gray market issue, while the Sharp case could figure into a pending rewrite of rules affecting resale price maintenance.

SALESGRAPH



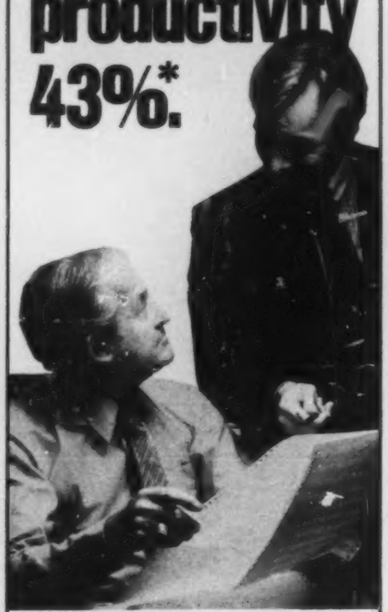
SOURCE: CAP INTERNATIONAL, SMALL BUSINESS MARKET STRATEGY SERVICE
© SALES & MARKETING MANAGEMENT

Some 2.1 million small businesses are expected to spend at least $30 billion on hi-tech hardware and services the next 12 months vs. $28 billion the last 12 months, according to estimates revealed by CAP International, the Marshfield, MA, research firm. Raymond L. Boggs, director, small business market strategy service, thinks the $30 billion may be a conservative figure.

CAP's surveys turned up several revealing figures: Spending on services, such as maintenance repairs and training, approximates 48% of hardware outlays. Spending per employee descends as firm size increases, from $1,254 for the smallest to $415 for the largest. The reason, says Boggs: "The larger the office, the more people are supported by one machine." Surprisingly, PCs are present in more than half of small businesses, while copiers enjoy the most popularity among hi-tech gear.

Marketers who focus on small businesses should include certain consumer households in their plans, says CAP president Charles A. Pesko Jr. Examples: The 3 million householders who operate businesses in their homes, and the 11 million who buy hi-tech hardware for hobbies, household management, and work brought from the office.

**Boost sales productivity 43%.***



**✱ Survey results, published in the 1987 May issue of Sales & Marketing Management, illustrate productivity gains averaging 43% when personal computers are employed in the sales function.** "The message is clear," they concluded..."the laggards will have to step into the age of sales automation."

**Which supplier? Which computer?**

DS Business Systems can simplify your decision. **We've thoroughly researched your laptop options and selected Zenith, NEC and Toshiba computers for utility and cost efficiency.** Within our custom designed 16" x 22" carrying case, we'll include a Diconix ink jet printer and all necessary supplies.

Our "Winning Combination" **weighs less than 24 pounds and costs only $2,000** when ordered in quantity. Imagine the rapid payback a 43% sales gain would provide to you.

Distribution of **original equipment and consumable supplies can be handled direct,** without interruption to you. Send for details or call today, toll-free. **1-800-262-2720** (IL: 800-225-3078)

☐ **Yes! Please send me complete details.**

Name
Title
Company
Address
City State Zip
Business Phone ( )

**DS Business Systems, Inc.**
PO Box 870 Moline, Illinois 61265
**1-800-262-2720**
**Illinois call 800-225-3078**

**Circle No. 117 on Reader Service Card**

and the need to learn. That's because it just isn't possible to predict at the start the ways in which information technology will change the sales force."

While automating sales and marketing isn't easy, Treacy says, it is inevitable because of the opportunities information technology will bring—better customer targeting, for example, or more efficient use of the salesperson's time. Besides enabling marketers to enhance their products with added values and services, the technology also allows greater flexibility in negotiating the conditions of the sale.

## LAPTOP'S THREE MUSTS FOR SUCCESS IN SALES

Portable PCs sold today are used more for sales automation and support than for any other identifiable purpose, says *Portable Computers II,* a new report from Market Intelligence Research, Mountain View, CA.

Report author David Warren says nearly one-third of the PCs sold today are earmarked for salespeople. He leans to the view that portables are

MARKET HIGHLIGHT

## PCs in the Home

PC penetration in the home is only halfway to the 30% level that national advertisers like to see before they tinker with a new medium for reaching consumers. Currently, 16% of U.S. households have a PC, according to the annual census from InfoCorp, the Cupertino. CA, market research firm.

However, advertiser interest in PC owners as a viable market segment will quicken in the near future, as a result of both the handsome demographics PC owners offer and emerging trends in the PC industry (see table).

The increasing prevalence of color monitors, the strong shift to attractive graphics, and the easier user interfaces that characterize the workplace will filter down to the home market, stimulating purchases. Speaking at a recent InfoCorp client briefing in Boston, David A. Carnevale, vice president, microsystems research, noted two significant trends to watch: "IBM's endorsement of attractive graphics and text in its new PS/2 line, in an effort to catch up with the Macintosh, and Apple's augmenting its Apple II line with voice and video for adult education use. As a result, a key marketing trend will be PC use in more areas of people's lives."

Software will also become easier to use, attracting noncomputer types. William J. Higgs, director of software research for InfoCorp, points out that what he calls "new age" software is distinguished by more comfortable graphic user interfaces (as opposed to keyboards) such as windows, icons, menus, and pointing devices.

Two other trends that could hype home market sales: Greater availability of the new CD-ROMs (compact-disk read-only memory), which combine video, text, data, graphics, and sound, and the so-called cocooning phenomenon, which will make PCs a fixture in home electronic/entertainment centers.

### PC OWNER DEMOGRAPHICS SHINE

| | HOME PC USER | TOTAL POPULATION |
|---|---|---|
| **HOUSEHOLD INCOME** | | |
| **Under $20,000** | 19% | 43% |
| **$20,000–$39,000** | 42 | 35 |
| **$40,000 and over** | 39 | 22 |
| **EDUCATION** | | |
| **Under 4 yrs. of high school** | 4% | 12% |
| **High school graduates—3 years of college** | 63 | 67 |
| **4 yrs. of college or more** | 33 | 21 |
| **OCCUPATION** | | |
| **Professional, managerial** | 34% | 21% |
| **White-collar** | 25 | 26 |
| **Blue-collar** | 11 | 14 |

NOTE: OCCUPATIONAL DETAIL WON'T ADD TO 100% BECAUSE OF CATEGORIES NOT INCLUDED, SUCH AS LABORERS, FARM WORKERS.
SOURCE: INFOCORP, MICROSYSTEMS USER TREND ANALYSIS PROGRAM.

most effective when part of an integrated system that is comprised of portable PCs, network data controllers who direct the exchange of data between salesperson and host mainframe, and both applications and communications software. The success of such a system, he says, depends on incentives, function, and components.

The immediate incentive, of course, is increasing the quantity and quality of sales calls. In addition, Warren points to improving sales management by timely access to activity reports and streamlining the product distribution cycle.

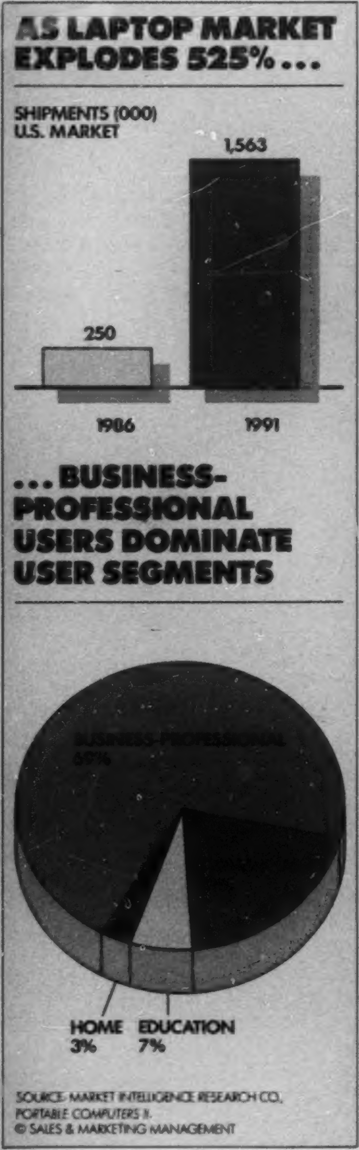
The functional elements include key data files, which salespeople extract from the corporate mainframe before making sales calls. Orders and customer call records are then automatically uploaded to the central mainframe. Also created automatically are expense tracking and electronic mail.

Warren cites two examples:

A regional telephone operating company that equipped sales reps with laptops for on-site problem solving. Before portables, the rep would visit the site to collect data and return for further work; now, he does it all on the spot during the initial visit.

An industrial chemicals firm uses portables for technical sales support. Sales reps who deal with thousands of products varying in chemical composition, physical structure, and user properties need expert technical backup and libraries of test data in order to satisfy customers. Instead of carrying bulky manuals, the reps now generate on-the-spot, application-specific computations on demand.

A marketer must meet two major challenges when contemplating sales automation with portables, Warren


AS LAPTOP MARKET EXPLODES 525%...

...BUSINESS-PROFESSIONAL USERS DOMINATE USER SEGMENTS

SOURCE: MARKET INTELLIGENCE RESEARCH CO., PORTABLE COMPUTERS II.
© SALES & MARKETING MANAGEMENT

ARROWWOOD

Thoughtful Enough to
Fluff Your Pillow,
Sophisticated Enough to
Send Your Message Beyond The Stars.

Now there's a resort conference center that combines a human touch with high technology. Over 30,000 sq. ft. of dedicated meeting space (36 conference rooms); a professional conference planning team; 274 luxurious guest rooms; gourmet dining; and extensive recreation year-round including golf, racquet sports, swimming, and a complete Sports Center. All on 114 acres just 35 minutes north of Manhattan.

Everything you'd expect from the nation's premier resort conference center. Telephone now and rest assured of your next meeting's success.

Arrowwood
A DORAL PROPERTY

Anderson Hill Road, Rye Brook, NY 10573 • (914) 939-5500

Circle No. 108 on Reader Service Card

contends: "Design of a total system and willingness to invest substantial money."

Design of such a system depends on the amount of data the salesperson has to carry in a portable, whether orders will be entered directly from remote locations, and whether management is included in the loop. Thus, although costs vary widely, Warren estimates that for a sales force of 100 or more, the tab will run at least $5,000 per salesperson.

## FORMULA FOR GOOD SALES SOFTWARE

Sales and marketing software vendors should not rely too much on technology, warns Charles A. Khuen, president of the Adelie Corp., the Cambridge, MA, developer of integrated sales programs. Speaking to his peers at last month's 1987 Information Management & Exposition Conference in New York City, Khuen outlined five basic requirements for success in automating sales and marketing—and buyers as well as sellers should keep them in mind:

- "The technical underpinnings must be transparent to the end user, who cares only that the technology helps him do his job better."
- "The system must provide a feeling of local ownership of the data to accommodate the entrepreneurial style found in field sales and external selling channels and the independent and skeptical attitudes characteristic of salespeople."
- "The system must be flexible and provide for quick response to programs, territories, and promotions issued from headquarters, as well as transmit new account information from all selling channels."
- "Sales and marketing departments must be supported, not managed, by the system to ensure its enthusiastic use."
- "Sales and marketing data must be available throughout the company, and the system's maintenance, repairs, and enhancements must be done without interrupting overall operations."

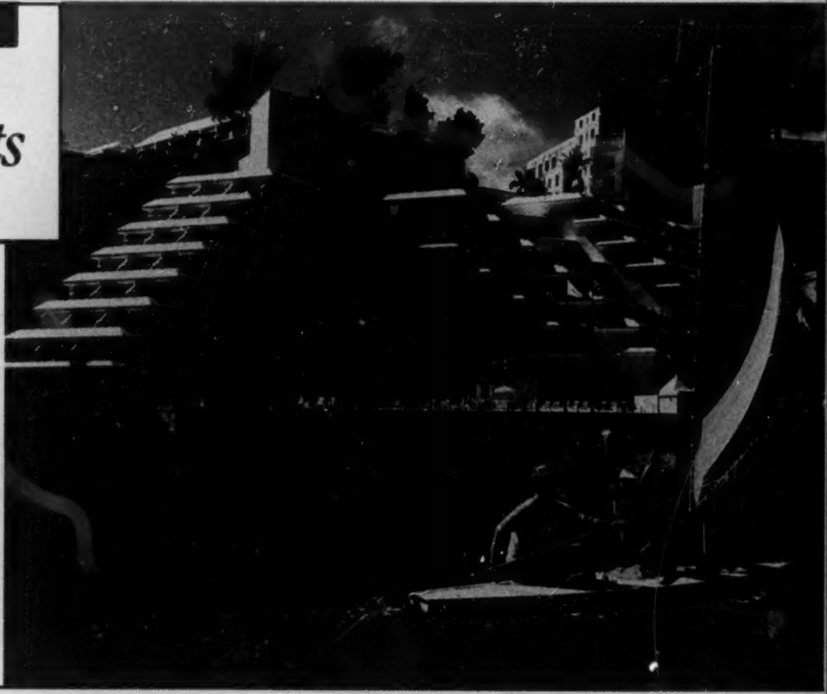
## APPLE BROADENS ITS FOOTHOLD AMONG THE MAJORS

If IBM hoped its new PS/2 line would blunt the inroads made on its corporate turf by Apple Computer's Macintosh, it still faces a tough sell. A survey of 30 Fortune 1000 Apple users by Forrester Research, a Cambridge, MA, hi-tech research firm, finds 83% plan to increase their commitment regardless of whether Apple is on their corporate list of approved suppliers. In fact the company *is* on the approved list at 73% of the sites, with another 3% okaying it just for desktop publishing.

"The recent Mac refinements, coupled with the management style of [Apple chairman] John Sculley, have helped convince large users that the company and the Mac design are vital," says John C. McCarthy, director of Forrester's professional automation service. Survey results show, he adds, that "Mac has its biggest advantage over the IBM PC in graphics and ease of use. Its user-friendliness is seen as a cost savings, especially among professionals who aren't computer literate." Mac's biggest weaknesses, he says are "limited availability of software and expansion features."

While the survey suggests that Apple is overcoming corporate suspicions, the company still faces a marketing challenge, McCarthy says: "Apple must segment its sales force between (1) dealers that sell to schools and

*The best of Bermuda... at its newest resort.*



Marriott's Castle Harbour Resort is once again Bermuda's premier meeting place.

Marriott's $54 million restoration project recaptures the legendary brilliance of Castle Harbour. Featuring 250 lush acres with the finest in accommodations. Including over 9,000 square feet of flexible meeting and banquet space. Championship golf, watersports and tennis, all on premises.

Your place in the world for successful meetings.

*Marriott People know how.*

Castle Harbour, Tucker's Town, Bermuda
809-293-2040 Telex: 3219
New York Sales Office: 1700 Broadway, New York, NY 10019
212-603-8200 Telex: 82908 800-223-6388

MARRIOTT'S
Castle Harbour
A BERMUDA RESORT

Circle No. 106 on Reader Service Card

small businesses and (2) IBM-literate dealers that sell to the Fortune 1000. The company must augment its dealer channel with a true vertical marketing effort and a direct sales force."

The only problem with that, of course, is that whenever Apple takes the smallest step toward direct selling, it gets a barrage of complaints from dealers.

## PC DROUGHT OVER?

Worldwide shipments of PCs will resume double-digit growth during 1987-91, something they haven't done since 1984, according to new projections by Dataquest, a San Jose, CA, hi-tech research firm. This year will provide a taste of better days ahead when shipments rise 9.4% to 17.4 million units, but continued price competition will curb the dollar gain to 7.7%.

Despite the return of good times, PCs will continue to be price-sensitive. Dataquest's projections show worldwide shipments of high-end machines ($5,000-$10,000) will not post any growth in the forecast period, while desktops priced under $1,000 will set the pace with a compound annual growth rate of 17.6%. In dollar terms, the low-end PCs will rise only 7.4% a year vs. 15.5% for the mid-price class, with a 4.7% decline for high-end units.

Dataquest sees the following trends dominating PCs this year:

- Mass merchandisers will become a more competitive factor, targeting "customers with prior PC experience and a need to take work home."
- The market for true portables will expand worldwide by the end of 1987, with most of the growth at the high end.
- Used PCs will become a new market phenomenon, as computer dealers offer trade-ins on new machines. Reconditioned PCs would offer considerable cost savings to corporate buyers and eliminate concerns about connectivity with larger IBM systems.

### PC SHIPMENTS TURN BRISK AGAIN . . .

| SHIPMENTS (MIL.) | WORLDWIDE | | | CAGR | |
|---|---|---|---|---|---|
| Dollar Class | 1986 | 1987 | 1991 | 1986/ 1987 | 1987/ 1991 |
| $5K–$10K | 1.7 | 1.4 | 1.4 | −18% | N.C. |
| $1K–$5K | 8.1 | 9.2 | 15.4 | +13 | +13.7 |
| Under $1K | 6.1 | 6.7 | 9.0 | + 9 | +17.6 |
| Total | 15.9 | 17.4 | 25.8 | + 9% | +10.2 |

### . . . BUT PRICE WARS CURB DOLLAR GAINS

| | IF-SOLD VALUE | | | CAGR | |
|---|---|---|---|---|---|
| Dollar Class | ($BIL.) 1986 | 1987 | 1991 | 1986/ 1987 | 1987/ 1991 |
| $5K–$10K | $9.9 | $10.2 | $8.2 | + 3% | − 4.7% |
| $1K–$5K | 18.7 | 20.0 | 35.7 | + 6 | +15.5 |
| Under $1K | 3.4 | 4.2 | 5.6 | +23 | + 7.4 |
| Total | $32.0 | $34.4 | $49.5 | + 8% | + 9.1% |

CAGR—COMPOUND ANNUAL GROWTH RATE. N.C.—NO CHANGE SOURCE: DATAQUEST

How To Keep Your
Sales And Marketing Program
From Falling Apart.

HelloYellow

*Introducing CarryPac Expanding Portfolios. Perfect for packaging a wide variety of material for meetings, sales presentations and programs. Call toll free* **1-800-421-0350** *or mail this coupon for a FREE sample and complete information.*

Name: ____________

Firm: ____________

Address: ____________

City/State/Zip: ____________

Phone: ____________

CarryPac

Kruysman, Incorporated
160 Varick Street New York, NY 10013
(212) 255-1144
© 1987 Kruysman, Inc.

Circle No. 113 on Reader Service Card

COMPUTER HIGHLIGHT

## INFORMATION HELPS EDP'S BIG 10

The computer industry's Big 10 fared considerably better with their information processing (IP) sales than with total revenues last year, according to estimates generated by Newton-Evans Research Co., the Ellicott City, MD, research firm: Aggregate IP sales were up 11% to $83.3 billion vs. a smaller 7% rise to $100.3 billion in total revenues. Eight of the vendors boosted their IP business last year, six of them at a double-digit clip.

Collectively, IP accounted for 83% of the Big 10's total sales last year, the same as in 1985. Five of the vendors are pure plays, with IP representing 100% of sales (see table). Among the others, IP represents more than 90% of revenues at IBM, Unisys, and NCR; 53% of Hewlett-Packard's volume because of the company's strength in scientific and testing equipment; and only 19% of Xerox's, as that company moves deeper into financial services.

### COMPUTERDOM'S BILLION-DOLLAR CLUB

| | 1986 INFORMATION PROCESSING REVENUES (MIL. $) | % OF TOTAL REVENUES | % CHANGE 1985–86 | % CHANGE TOTAL REVENUES 1985–86 |
|---|---|---|---|---|
| **IBM** | $48,902 | 95% | + 8.4% | + 2.4% |
| **Digital Equipment** | 7,590 | 100 | +13.5 | +13.5 |
| **Unisys** | 6,947 | 93 | +56.3 | +47.5 |
| **NCR** | 4,467 | 91 | +13.0 | +13.1 |
| **Hewlett-Packard** | 3,804 | 53 | +14.3 | + 9.2 |
| **Control Data** | 3,347 | 100 | − 9.0 | − 9.0 |
| **Wang Laboratories** | 2,643 | 100 | +12.4 | +12.4 |
| **Xerox** | 2,392 | 19 | +14.8 | +10.6 |
| **Apple** | 1,902 | 100 | − 0.8 | − 0.8 |
| **Data General** | 1,268 | 100 | + 2.3 | + 2.3 |
| **Total** | $83,262 | 83% | +11.0% | + 7.0% |

NOTE: DETAILS MAY NOT ADD TO 100% DUE TO ROUNDING.
SOURCE: NEWTON-EVANS RESEARCH CO., CORPORATE STRATEGIES FOR THE U.S. COMPUTER INDUSTRY, VOL. 1: THE BILLION DOLLAR CLUB © SALES & MARKETING MANAGEMENT

Indicative of the industry's slump, half of the companies saw profits fall last year and three of them (Unisys, Control Data, and Data General) finished in the red. On the other hand, Apple Computer's profits skyrocketed 152%, despite a 1% slippage in sales, as chairman John Sculley's drastic reorganization lowered the company's break-even point dramatically.

## NOT AN EASY SELL

Getting a new product into computer specialty stores, never an easy assignment, may be getting even harder. Why? To close a deal, salespeople often must tell their story to a buying influence who's difficult to reach: the person who owns the place.

Members responding to a poll by

If you can dream it, Downing can show it

Great sales and marketing minds have at least one thing in common: the capacity to turn a dream into profitable returns. When Downing builds the exhibit of your dreams, that capacity is evident.

Downing's complete line of exhibits, from tabletops to imaginative islands, are surprisingly affordable, versatile and durable. Our custom graphics include giant photomurals, transparencies, illuminated and silk-screened headers and hundreds of additional inventive exhibit treatments.

Choose Downing for an exhibit that reflects your dreams as well as your needs.

For the Downing Sales Representative nearest you, please call 1-800-543-7075 (in Ohio: (513) 621-7888).

downing displays inc.

115 West McMicken Avenue, Cincinnati, Ohio 45210

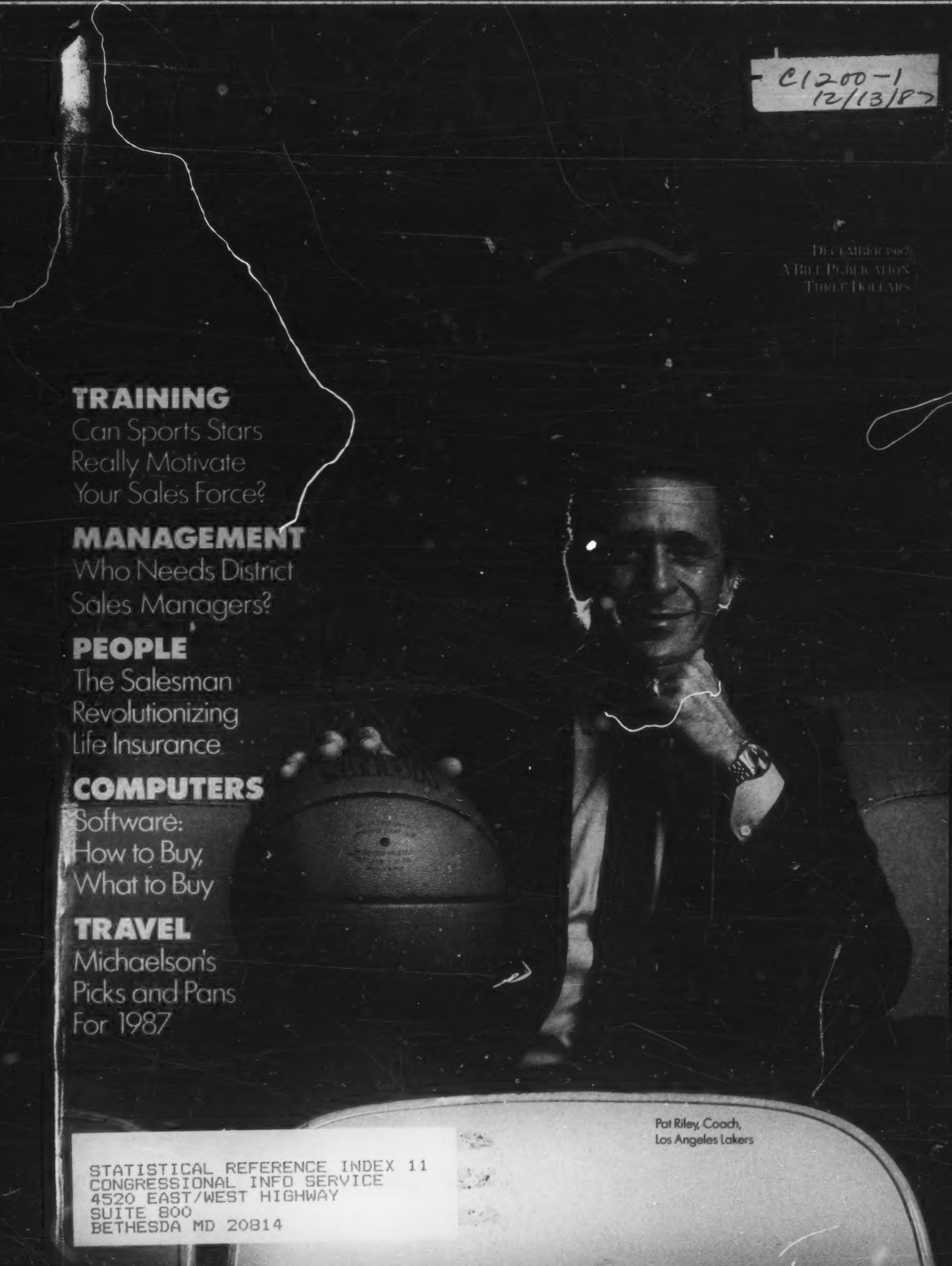
OVER 25 YEARS OF EXHIBIT EXCELLENCE

© 1987–Downing Displays, Inc.

Circle No. 127 on Reader Service Card

C1200-1
12/13/87

December 1986
A Bill Publication
Three Dollars



**TRAINING**
Can Sports Stars
Really Motivate
Your Sales Force?

**MANAGEMENT**
Who Needs District
Sales Managers?

**PEOPLE**
The Salesman
Revolutionizing
Life Insurance

**COMPUTERS**
Software:
How to Buy,
What to Buy

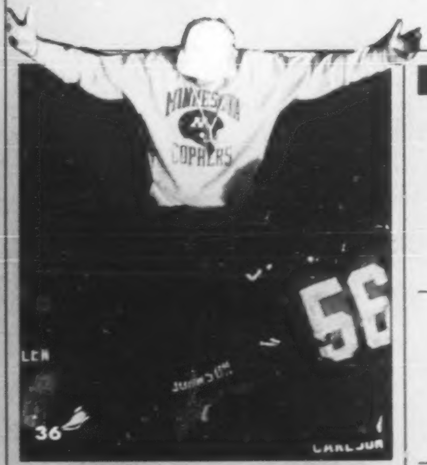
**TRAVEL**
Michaelson's
Picks and Pans
For 1987

Pat Riley, Coach,
Los Angeles Lakers

STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

DECEMBER 1987
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT



COVER PHOTOGRAPH BY JIM CACCAVO

## FEATURES

**36 CAN SPORTS STARS REALLY MOTIVATE YOUR SALES FORCE?**

They can get a team ready for the good fight, but can they do the same for your salespeople? And are sports personalities worth their hefty fees as motivational speakers?

**42 WILL THIS MAN REVOLUTIONIZE LIFE INSURANCE?**

Fellow insurance executives count the ways they hate him, but Bob MacDonald says that there are many more reasons for insurance agents to love him.

**54 WHO NEEDS DISTRICT SALES MANAGERS?**

Sometimes belt-tightening brings unexpected benefits. Take, for example, the case of Copperweld, the market leader in welded tubing, which discovered that drastic reorganization can lead to greater customer satisfaction and, ultimately, better customer relations—with higher sales to follow.

**58 PICKING SALES SOFTWARE THAT'S RIGHT FOR YOU**

Automation is now a question of when, not if. Here's a systematic guide to system shopping so that you can make informed decisions about your needs—and how well potential suppliers may be able to meet them.

**65 DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE**

*Sales & Marketing Management*'s third annual survey of available options, indexed by function and vendor.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**8** LETTERS
**10** DEMOGRAPHICS IN ACTION
**13** TRAVELER'S NETWORK
**16** SECOND THOUGHTS
**19** BOOKS
**23** SHORT TAKES
**26** BUSINESS-TO-BUSINESS
**31** INTERNATIONAL
**33** MARKETERS, ETC.
**83** SALES FORCE MANAGEMENT
**86** CO-OP AD SERVICES DIRECTORY
**87** TRADE SHOWS
**90** TRAINING
**93** THE WAY IT WAS
**94** AD INDEX
**95** SALES MART
**96** SIGNIFICANT TRENDS
**97** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## QUINTESSENTIAL QUESTIONS

Does it work? If it does, who does it best? And how much will it cost? My antecedent is vague, deliberately so, because these questions could pertain to almost any article we publish. Questions like these stand at the very heart of this magazine. Sometimes the answers will be hard, sometimes soft, but we'll do our best to get information you can rely on. Two examples from this issue:

First, our main cover story, "Can Sports Stars Really Motivate Your Sales Force?" Depends on who you talk to, you say. Right, but not only who but when. If you talk to a salesman after one of these pep talks—that is, if he doesn't trample you as he charges out the door—you'll get one answer; if you talk to him a month later, you may get another; and if you talk to his sales manager, you may get still another answer.

Writer Bill Kelley asked questions within this time frame to see if he could get a bead on the value and staying power of the sports stars' messages. He also listened to the stars pitch inspiration and to their agents pitch the stars. Should you hire a sports hero for your next sales meeting? Kelley won't give you an absolute answer, but he'll help point you to one.

Our Computer Software Directory will also point you to answers. This marks the third time we've surveyed sales software systems; every year the listings become lengthier and more comprehensive. Our resident computer maven, Thayer Taylor, won't have it any other way. And for 1987 there's an added bonus: a buyer's guide to evaluating software for your sales force, telling you exactly what steps to take, in what order, and what questions to ask suppliers. It was written for us by Richard J. Sacks, whose business is evaluating software. I'm confident you'll find it invaluable.

I'm less confident about writing anything about the stock market in a monthly magazine. Still, I think there's one thing that can be said that doesn't hinge on what the market does between the time I write and the time you read. It's this: Black Monday has destroyed once and for all the assumption that the stock market is something that can be understood and that there exist experts who understand it. Even for the disillusioned, listening to the financial pundits on television and reading them in the business press had to be a disillusioning experience. There were explanations aplenty, but they were incompatible and sometimes contradicted each other. Even the experts who were right weren't right for the same reasons, and there was no reason to expect they'd be right again.

Why do I bring this up now? Because the people in charge of marketing financial services do not appear to realize the depth of this disillusionment. Since October 19, I have been the target of broadsides from various financial houses and advisors. Some of them make discreet references to "the instability of recent days," but they never go further than that. Indeed, they still say the same old things in the same old way: that there's a bright financial future in store for me if only I'd listen to them. I know I'd feel more favorably disposed to them if they conceded their fallibility, if they tried to deal with the fact that the emperor has no clothes.

SALES & MARKETING MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:** Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Rayna Skolnik, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**READER INQUIRY:** Bristol Voss, 212-984-2241

**ADVERTISING PRODUCTION MANAGER:** Vern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**ADVERTISING SALES DIRECTOR:** Donald J. Kilmartin
**CIRCULATION DIRECTOR:** William D. Kummel
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 139, NO. 8 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1987 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss of *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

PHOTOGRAPH BY ANDREA BRIZZI

# DEMOGRAPHICS IN ACTION

## STATISTICS AND THE SALESPERSON

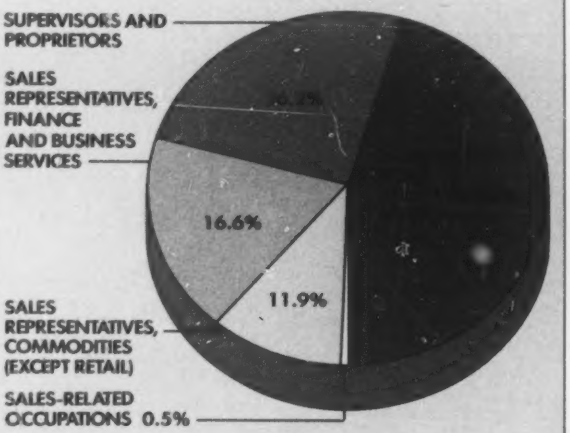
### A Buying Power Index for premium-priced products

| METRO AREA | 1986 BUYING POWER INDEX (U.S = 100.0000) |
|---|---|
| NEW YORK | 4.0944 |
| LOS ANGELES | 3.8680 |
| CHICAGO | 3.0205 |
| PHILADELPHIA | 2.1965 |
| WASHINGTON, DC | 2.0169 |
| DETROIT | 2.0038 |
| BOSTON | 1.9060 |
| NASSAU-SUFFOLK, NY | 1.5326 |
| HOUSTON | 1.5161 |
| ATLANTA | 1.1835 |

The Buying Power Index is a relative indicator that shows a market's "ability to buy" a particular product or service, with a metro area's index figure indicating the percentage of total U.S. potential (100.0000). It is constructed by assigning weights to three basic factors—Economic, Distribution, and Demographic—according to their importance. In this case, a correlation between product potential and buying power of households with high incomes has been used to produce a ranking of markets with a high potential of buying power for premium-priced products.

SOURCE: *Sales & Marketing Management's 1987 Survey of Buying Power Data Service/Market Statistics, Inc.*

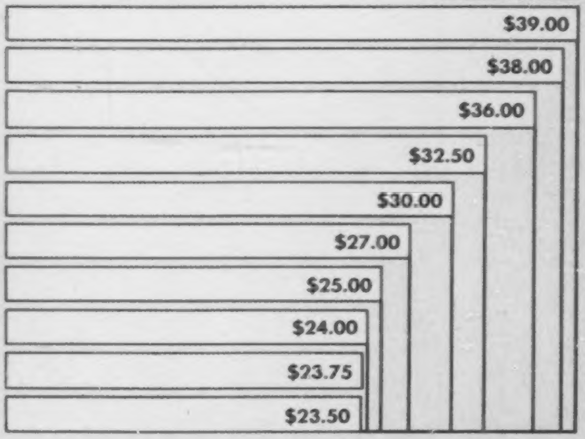
### Sales occupations by type show retail is king



According to the Bureau of Labor Statistics, approximately 12% of the civilian working-age population is employed in sales occupations. Of this total of 12,667,000, 48.1% are women, 5.5% are black, and 4.4% Hispanic.

SOURCE: *Bureau of Labor Statistics, Employment and Earnings, January 1986.*

### Get your meter running: The 10 most expensive downtown-to-airport taxi fares



| RANK | METRO AREA | TRAVEL TIME | AVERAGE FARE |
|---|---|---|---|
| 1 | LONG BRANCH–ASBURY PARK, NJ | 60 MIN. | $39.00 |
| 2 | BOULDER, CO | 45 MIN. | $38.00 |
| 3 | NEW BRUNSWICK–PERTH AMBOY–SAYREVILLE, NJ | 40 MIN. | $36.00 |
| 4 | NEW YORK (TO NEWARK AIRPORT) | 30–45 MIN. | $32.50 |
| 5 | RIVERSIDE–SAN BERNARDINO, CA | 20 MIN. | $30.00 |
| 5 | WASHINGTON, DC (TO DULLES AIRPORT) | 45–60 MIN. | |
| 6 | AKRON, OH | 20–30 MIN. | $27.00 |
| 6 | PITTSBURGH | 35–40 MIN. | |
| 7 | ANAHEIM–SANTA ANA, CA | 20–30 MIN. | $25.00 |
| 7 | LOS ANGELES–LONG BEACH | 35–45 MIN. | |
| 8 | KANSAS CITY | 35–50 MIN. | $24.00 |
| 8 | TOLEDO, OH | 20–30 MIN. | |
| 9 | SAN FRANCISCO | 20–35 MIN. | $23.75 |
| 10 | SPRINGFIELD, MA | 30 MIN. | $23.50 |

A survey of 86 metropolitan markets reveals a wide array of costs for travel by taxi from downtown to the nearest major airport. For Long Branch, NJ, Boulder, CO, and New Brunswick, NJ, the high rates are due to these cities' lack of proximity to a major facility. In the case of New York City and Washington, DC, the rates listed are for the two airports (Newark and Dulles) that are the farthest away from downtown.

SOURCE: *Sales & Marketing Management's 1987 Survey of Selling Costs.*

**SELLING ABROAD**

## IT HELPS TO HAVE A FRIEND

Even if the Japanese lower their trade barriers, foreigners will continue to find Japan the toughest sale of all. The reasons: the country's maddeningly complex distribution system, long delays before committing to doing business, and a negotiating style that perplexes outsiders (S&MM, July). Rare is the American company that hasn't a horror story about attempting to penetrate the Japanese market. But now outsiders are finding help from a new quarter—Japan's most formidable consumer product corporations.

Eyeing U.S. companies that wanted to try their luck in Japan, management at Matsushita Electric created AMAC Corp. as a part of its Panasonic subsidiary. AMAC's job: Buy products in the U.S. and—using a 500-member Panasonic sales force in Japan—sell them to Japanese customers. Since its creation in 1981, AMAC has signed agreements with some 100 U.S. firms making a wide range of products. AMAC also offers companies here advice on how to market in Japan.

AMAC president Mike Watanabe notes, "American products benefit from the Panasonic link in Japan. Often, American firms send their engineers and service reps for after-the-sale servicing. It gives them knowledge of the Japanese market." Watanabe acknowledges competition from other big Japanese corporations but claims none has invested in it the way Matsushita-Panasonic has. Business is so good that AMAC will open an office in Chicago (headquartered in Los Angeles, AMAC has offices in New York and San Francisco).

AMAC relies primarily on print ads built around testimonials from obviously satisfied customers to attract

**SALESGRAPH**

## Upscale Buying in the Eighties

### LOVE AFFAIR WITH AUTOS STILL STRONG

| CATEGORY | 1985 $ | % CHANGE 1980–85 |
|---|---|---|
| AVERAGE ANNUAL EXPENDITURES | 22,217 | +29% |
| HOUSING | 6,687 | +32 |
| SHELTER | 3,840 | +36 |
| OWNED DWELLINGS | 2,266 | +36 |
| RENTED DWELLINGS | 1,182 | +29 |
| HOUSEHOLD OPERATIONS | 346 | +33 |
| HOUSE FURNISHINGS & EQUIPMENT | 854 | +20 |
| TRANSPORTATION | 4,555 | +31 |
| VEHICLES | 2,043 | +74 |
| GASOLINE & MOTOR OIL | 1,035 | −12 |
| OTHER VEHICLE EXPENSES | 1,210 | +37 |
| FOOD | 3,394 | + 5 |
| PERSONAL INSURANCE & PENSIONS | 2,016 | +59 |
| APPAREL & SERVICES | 1,161 | +24 |
| ENTERTAINMENT | 1,085 | +42 |
| HEALTH CARE | 1,037 | +39 |
| CASH CONTRIBUTIONS | 805 | +38 |
| MISCELLANEOUS | 337 | +30 |
| EDUCATION | 304 | +38 |
| ALCOHOLIC BEVERAGES | 283 | + 1 |
| TOBACCO & SMOKING SUPPLIES | 215 | +22 |
| PERSONAL CARE SERVICES | 198 | +25 |
| READING | 141 | +20 |

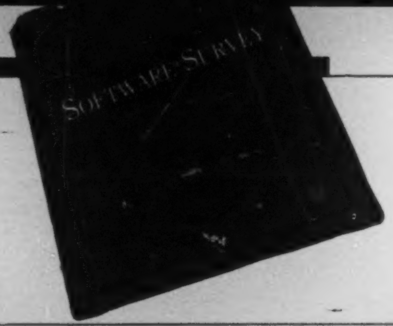
NOTE: DETAILS MAY NOT ADD TO TOTALS DUE TO ROUNDING AND OMITTED CATEGORIES.

### PHEASANT UNDER GLASS VS. PIZZA OVER NAPKIN: BUYING PATTERNS BY INCOME GROUP

| CATEGORY | LOWEST INCOME QUINTILE | MIDDLE INCOME QUINTILE | HIGHEST INCOME QUINTILE |
|---|---|---|---|
| AVERAGE ANNUAL EXPENDITURES | $11,006 | $19,183 | $42,374 |
| | | % OF TOTAL | |
| HOUSING | 33.9% | 29.9% | 28.3% |
| SHELTER | 19.4 | 17.3 | 16.6 |
| OWNED DWELLINGS | 8.2 | 7.8 | 12.4 |
| RENTED DWELLINGS | 9.5 | 8.3 | 1.8 |
| HOUSEHOLD OPERATION | 1.5 | 1.3 | 1.7 |
| HOUSE FURNISHINGS & EQUIPMENT | 3.0 | 3.3 | 4.4 |
| TRANSPORTATION | 16.9 | 22.2 | 20.0 |
| VEHICLES | 6.2 | 9.9 | 9.6 |
| GASOLINE & MOTOR OIL | 4.9 | 5.3 | 3.7 |
| OTHER VEHICLE EXPENSES | 4.6 | 5.9 | 5.3 |
| FOOD | 19.1 | 15.9 | 12.6 |
| PERSONAL INSURANCE & PENSIONS | 3.6 | 7.7 | 13.2 |
| APPAREL & SERVICES | 5.0 | 5.1 | 5.5 |
| ENTERTAINMENT | 4.0 | 4.6 | 5.5 |
| HEALTH CARE | 6.7 | 5.1 | 3.4 |
| CASH CONTRIBUTIONS | 2.6 | 2.7 | 5.4 |
| MISCELLANEOUS | 1.6 | 1.7 | 1.6 |
| EDUCATION | 2.3 | 0.8 | 1.5 |
| ALCOHOLIC BEVERAGES | 1.3 | 1.5 | 1.2 |
| TOBACCO & SMOKING SUPPLIES | 1.4 | 1.2 | 0.6 |
| PERSONAL CARE SERVICES | 1.0 | 0.9 | 0.8 |
| READING | 0.6 | 0.7 | 0.6 |

SOURCES: BUREAU OF LABOR STATISTICS, *CONSUMER EXPENDITURE SURVEY RESULTS FROM 1985:* USDL 87-399; *SALES & MARKETING MANAGEMENT* CALCULATIONS.

Polarization of consumer spending patterns in the eighties, as revealed in Bureau of Labor Statistics' annual *Consumer Expenditure Survey* (with 1985 the last available data), is documented by the fact that while those at the bottom of the income ladder spend more than half of their outlays on food and shelter, their peers at the top allocate only two of every five dollars to the two necessities.



# DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's annual directory lists in sequence: (1) vendor's name; (2) title of software package; (3) its specific application; (4) minimum internal memory required; (5) purchase price; (6) the computer model or operating system with which the software is used; (7) availability and price of a demo disk; (8) number of installations the company has sold. Although limited by space, the list is representative. For vendors' addresses see page 76. (Note: The descriptive information contained here is provided by the vendors. *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

*Researched by Thayer Taylor and Bristol Voss.*

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **ACCOUNT MANAGEMENT** | | | | | | | |
| **Brock Control Systems** | The Brock Sales Activity Manager Series: Sales Activity Manager; Telemarketing Activity Manager; Customer Support Activity Manager. | Total account management software for sales, marketing, telemarketing, and customer support. | 2MB (40MB hard disk) | $3,000 & up | IBM PC-AT, Compaq 386, and compatibles | Yes/via modem | 120+ |
| **Champaign Systems** | PC DOSSIERS | Tracks clients, records contacts, mass mailings, follows-up calls, sorts clients. | 128K | $245 | IBM PCs and compatibles | No | NA |
| **Computer Technology Consultants** | ASIS (Automated Sales Information System) | Generates information for managing existing accounts while keeping track of potential customers and sales calls. | 360K (30MB hard disk) | $2,999 | MS-DOS 3.1 version | Yes/ free | 100 |
| **Esprit Software Technology** | SELLSTAR! | Sales productivity using artificial intelligence, and account/territory strategy. | 640K | $95 | IBM PCs and compatibles | Yes/ free | New |
| **Logic Design Corporation** | ELECTRONIC Client Management System | Sales lead management, sales trip planning, telemarketing, and direct mail. | 256K (dual floppies or one hard) | $595 | IBM PC-XT, -AT and compatibles; PC-DOS or MS-DOS 2.0 or greater | No | NA |
| **M&T Publishing** | Time and Task Management with D-Base 3 | Tracks clients, follow-ups, pending dates. Organizes time, hours, activities, budgets, and resources. Library of D-Base 3 code & macro. | 256K | $49.95 | IBM PCs and compatibles | No | NA |
| **SaleMaker Software** | SaleMaker | Integrated system for client management, telemarketing, direct marketing, follow-up letters, and sales reports. | 512K | $495 | IBM PCs and compatibles | Yes/ free | 2,500 |
| **SalesFacs** | SalesFacs | Individual modules: Prospector, analyzes concentrations of prospects; Quote Log, tracks quotes; and Data Exchange, enables salespeople to maintain separate databases, which are consolidated into a central database. | 256K (5 MB hard disk) | $1,000 | IBM PCs and compatibles; PC- and MS-DOS | No | 16 |
| **Salmon Systems** | The Salmon Sales Management Systems | Industry-specific sales and account list management system. | 640K | Lease/ variable fees | IBM PCs and compatibles | No/ sample reports | 220 |
| **Software of the Future** | SaleMaker | Client management and telemarketing; variable network capabilities. | 512K | $495 | IBM PCs and compatibles | Yes/ $25 | 1,000 |
| **Streamline Software Systems** | Sales Repeater Executive | Lead tracking, telemarketing, customer-client management; additional modules. | 256K | $299 | IBM PCs and compatibles and laptops | Yes/ $15 | 2,000 |
| **Travis DataTrak** | DataTrak Account Management System | For branch office and field sales personnel, full account management capabilities with host connectivity. | 512K (MS-DOS work stations) | Prices available upon request | Lap Computers, DEC, IBM, and HP Hosts | Yes/ free | NA |
| **ADVERTISING PLANNING** | | | | | | | |
| **InterActive Market Systems** | FloChart | Graphics package for media schedule flow charts (esp. for ad. agencies). | 640K | Lease | IBM PC -XT, -AT and compatibles; PS/2 | Yes/ free | NA |
| **SALINON** | NAMER BY SALINON | Creates names for companies, products, and services; 10,000 name-parts thesaurus. | 256K | $99 | IBM PC-XT, -AT, PS/2, and compatibles | No | 1,000+ |
| **SALINON** | HEADLINER | Creates ad slogans, promotional jingles, sales theme lines, and DM headlines. | 256K | $99 | IBM PC-XT,-AT, PS/2, and compatibles | Yes/ built into HEADLINER | 100+ |
| **Select Media** | S.M.I.L.E.S. | Co-op advertising; accruals completely tracked and controlled for retailers/distributors. | 384K | $375 to $3,200 | IBM PCs and compatibles | Yes/ $25 | 50 |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **SoftPedal** | $ally | Matrix for analyzing competitive TV stations. | 512K | Prices available on request | IBM PCs and compatibles | Yes/free | 85 |
| **Visicorp** | VisiSchedule | Advertising and product launch schedule. | 192K | $99 | IBM PCs and compatibles; Apple II Series | Yes/$5 | NA |

### BUDGETING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Bits & Bytes** | Miser: Financial Management & Decision Making | Tracks return of investments on 4+ projects and gives IRR, ROI, NPV cash flow, and risk analysis on investments. | 256K | $159 | IBM PCs and compatibles | Yes/free | New |
| **Quantic** | Touch 'n Go | Tracks and reports travel and entertainment expenses for business travelers. | 256K | $99 | IBM PCs or compatibles and laptops (2 disk drives & 132 col. printer); MS-DOS & PC-DOS 2.0 or greater. | No | New |
| **Visicorp** | FlashCalc | Spreadsheet, marketing, sales, and advertising budgets. | 64K | $99 | IBM PCs and compatibles; Apple II Series | Yes/$5 | NA |

### COMPENSATION

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **ETS Systems** | Star-Trak | Organize and track incentive compensation; sales tracking and sales management. | 512K | $6,000 | IBM PC-XT and compatibles | Yes/free | 50 |

### DIRECT MARKETING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Adelie** | CLOSE | Integrated package of six modules: Direct Mail, Management, Response, Sales and Marketing Productivity, Sales, and Telemarketing. | 640K | $950-$1,500 | IBM networked PCs | No | NA |
| **Capstone Marketing & Publishing** | ArcList | Professional list management, finds duplicates, posts, presorts, list analysis; easy import/export of other lists. | 640K (hard disk) | $595 | IBM PCs and compatibles | Yes/$49.95 | NA |
| **Communication Systems** | Simplicity Series | Three packages for mass and target mailings, duplicate finder. | 64K | $99.50-$149.50 | MS-DOS; PC-DOS 2.0 or greater | Yes/$25 | 850-1,000 |
| **Group 1 Software** | ArcLift | Mailing list manager. | 640K (hard disk) | $595 | IBM PC-XT,-AT, and compatibles | Yes/free | 950 |
| **JEB Marketing Information System** | Marketing Management System | Telemarketing aids, automatic dial, direct mail, lead tracking. | 256K-640K | $995-$3,400 | PC-DOS; MS-DOS; Unix; Vax/VMS and Micro Vax/Micro VMS | Yes/in DOS format only/$50 with manual | 1,300-1,400 |
| **Prism Systems** | MAILMARK | Automatic mailings, letters, labels, envelopes, literature inventory, and packing lists. | 512K | $950-$1,995 | IBM PC-XT, -AT and compatibles | Yes/free | NA |
| **QAX International Systems** | inQuiry Action eXpress | Individualized sequence letters, labels. | Memory requirements vary | $2,495 | IBM PC-XT, -AT; Data General | No | 36+ |
| **SaleMaker Software** | SaleMaker | Integrated system for direct marketing, client management, telemarketing, follow-up letters, and sales reports. | 512K | $495 | IBM PCs and compatibles | Yes/free | 2,500 |
| **SAS Institute** | SAS System | Mass mailings. | 640K | Prices available upon request | IBM PC-XT, -AT, PS/2, and compatibles | Yes/free | 1,500 |
| **Scott Computing Systems** | Scott Customer Manager | Mailings, letters, labels. | 512K | $1,995 | IBM PCs or compatibles | No | NA |
| **Soft Sell** | Advertising on Floppy Disks | Customized floppy disks containing brochures, direct mail pieces, catalogues, media kits. | Memory requirements vary | $3 per disk (approx.) | IBM PCs and compatibles; Macintosh, Macintosh +, Mac II | Yes/free | NA |
| **Travis DataTrack** | DataTrack Direct Marketing System | Database marketing for leads and customers with interactive analysis. | 512K (MS-DOS workstations with host connectivity) | Prices available upon request | DEC, IBM, and HP Hosts | Yes/free | NA |
| **Waters Business Systems** | Mail 2 | Direct mail management system. | 128K | $600 | IBM System 36/PC | No | NA |

### ELECTRONIC MAIL

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **McDonnell Douglas Applied Communications Systems** | OnTyme Plus-OnTyme Electronic Mail | Electronic messaging system with advanced communications capabilities. | 384K | On-line charges vary | Personal OnTyme only—IBM PCs and compatibles (DOS 3.0 or greater) | Yes/free | NA |

### EXPENSE REPORTING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **DANART** | Expen$e Ma$ter, The Expense Report Processor | Fast and easy T&E reports; year-to-date spending reports. | 360K | $69.95 | IBM PC-XT,-AT, PS/2, and compatibles; DOS 2.0 or greater | Yes/$7.50 | NA |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **Management Control Systems** | PROMASTER New Product Management Systems | Accumulates all costs (hours and dollars) in a product cycle, from design concept through manufacturing phaseout. | Hard disk recommended | $495 | IBM PC-XT, -AT, and compatibles | Yes/ free | NA |
| **Quantic** | Touch 'n Go | Tracks return of investments on 4+ projects and gives IRR, ROT, NPV cash flow, and risk analysis on investments. | 256K RAM | $99 | IBM PCs, or compatibles and laptops (2 disk drives + 132 col. printer); MS-DOS & PC-DOS 2.0 or greater | No | New |
| **TravelTrak** | TravelTrak Business Travel Expense System | Allows salesperson to enter all business travel expenses on a PC that are then available on-line for updating and inquiry. Tracks advances, displays trips by salesperson, prints expense statements and advance checks. | 128K (dual floppies or one hard disk) | $395 | IBM PCs and compatibles, DOS 2.0 or greater | Yes/ $10 | NA |
| **INQUIRY/ORDER** | | | | | | | |
| **Cosmos** | Advanced Revelation | Database applications environment. | 512K | $950 | IBM PCs and compatibles; MS-DOS | Yes/ $49.95 | NA |
| **Cosmos** | Revelation | Order entry and tracking. | 320K | $750 | IBM PCs and compatibles; MS-DOS | Yes/ $24.95 | NA |
| **McDonnell Douglas Applied Communications Systems** | OnTyme Plus Order Entry and Sales Communication (OrderXchange) | A system for customers to electronically order direct from the supplier/dealer. | 640K | On-line prices vary | IBM PC-XT or compatibles | Yes/ free | NA |
| **Merie Systems** | Order One | Order entry, order tracking, and sales analysis in the language of the sales professional. | 640K (20MB hard drive) | $3,500 | PC-DOS or MS-DOS 3.0 or greater | Yes/ $25 | New |
| **Portable Computer Solutions** | PCS Sales Manager | Order entry and invoicing. | 320K | $695-$1,500 | IBM PCs and compatibles and networks | Yes/ $25 | NA |
| **QAX International Systems** | inQuiry Action eXpress | Inquiries and orders. | Memory requirements vary | $2,495 | IBM PC-AT, -XT; Data General | No | 40+ |
| **LEAD TRACKING** | | | | | | | |
| **Advanced Marketing Systems** | CAS, Computer Aided Selling | Account and lead tracking, call reporting, management reports, forecasting, mailings. | 512K | $3,500 & up | IBM PC-XT, -AT; PS/2 with hard disk; laptops | No | 50+ |
| **Breakthrough Productions** | Market Master | Organizes lead follow-ups systematically, generates activity reports and letters, produces to-do lists. | 512K (hard disk) | $275 | Enhanced Macintosh, Macintosh + | No/60-day trial/ $25 | NA |
| **Business Systems International** | SalesBASE/PC | Sales and lead tracking and analysis. | 256K | $295 | IBM PCs and compatibles | No | 300-350 |
| **C Tek Software** | ClienTrak | Relationship management system. | 640K | $3,000 | IBM PC-AT; DEC | No | 300+ |
| **CHIPTECH** | CHIPWARE Sales Management System | Sales prospect tracking system with mailing, autodialing, and reporting capabilities. | 256K | $89.95 | IBM PCs and AT compatibles | Yes/ $15 | 100 |
| **Cincom/Target Marketing** | OmniTrack | Sales lead tracking. | 256K | $495-$8,000 | IBM PCs and compatibles | Yes/ free | 50+ |
| **Computer Associates, Micro Products Div.** | EasySales Pro | Prospect, territory, time management. | 128K | $495 | IBM PCs and compatibles; TI Professional | No | NA |
| **DayFlo Sortware** | DayFlo Tracker | Tracks daily info: contact, schedules, reference sources; applications pack available. | 384K | $99.95 | IBM PCs and compatibles; laptops | No | NA |
| **D.P. Professionals** | Sherlock | Integrated customer tracking designed for financial applications (banks, insurance, etc.). | 512K | $3,495 | IBM PCs and compatibles | Yes/ free | NA |
| **Dynacomp** | Customer Profile | Tracks current/prospective customers, assigns sales reps to territories. | 64K | $59.95 | TRS 80, Osborne, IBM PC | No | NA |
| **GPS Services** | GPS Custom | Sales and marketing management lead tracking and telemarketing, custom reporting, mailings. Integrates with other systems. | 512K | $595 & up | MS-DOS | Yes/ $15 | 200+ |
| **Innovative microSystems** | SalesPower: Sales Relationship Management System | Tracking, calendar, tickler, title scripting, telemarketing, letter generating, ad-hoc and actual reporting, and forecasts. | 640K | $1,500 (minimum of 10); includes training, maintenance, and upgrade | IBM PCs and compatibles; PS/2 | Yes/NA | 50 |
| **JEB Marketing Information System** | Marketing Management System | Field sales ticklers, telemarketing aids. | 256K | $995-$3,400 | PC-DOS; MS-DOS; Unix; Micro Vax/ Micro VMS | Yes/ only in DOS format/ $50 w/ manual | 1,300-1,400 |
| **Key Systems** | Prospecting Plus | Sales support system. Automates direct mail, ticklers, telemarketing, and fulfillment. | 384K | $795-$1,590 | IBM PCs and compatibles; laptops, Unix and Xenix | Yes/ free | 1,125 |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS-TEMS |
|---|---|---|---|---|---|---|---|
| **KLS** | SNAP | Direct marketing, lead tracking, telemarketing, account management, sales management. | 512K | $4,500 | IBM PC-XT, -AT; PC-DOS; network and laptop versions available | Yes/ free | NA |
| **Practical Marketing Software** | Leadanalysis | Handles, qualifies, and tracks leads generated from publication advertising, news releases, trade shows, direct mail, or other promotional effort. | 512K | $895 | IBM PCs and 100% compatibles | No/ 30-day trial/ $50 | 148 |
| **Prism Systems** | LEADMARK-Lead Tracking | Prospect profile, ranking, tracking, qualifications, and automatic assignment capabilities. | 512K | $950-$2,995 | IBM PC-XT, -AT, and compatibles | Yes/ free | NA |
| **Sales and Marketing Systems** | SalesCONTROL 2 | Unlimited prospect/customer database with word processing, standard and custom reports and analysis, auto-dialer, list and data input/exput merge-purge. | 320K | $495-$1,995 | IBM-XT, -AT, and compatibles; MS-DOS 2.1 or greater; PS/2; network version available | Yes/ free | 1200 |
| **Sales Productivity Group** | Sales Producer | Prospect tracking and sales informations reporting system that includes profiling, follow-up, sales order entry, and other features. | 256K | $695 | Compatible with MS-DOS, Unix, Zenix, and Novell Operating Systems | Yes/ free | NA |
| **SAS Institute** | SAS System | Lead tracking, market share, inventory. | 640K | Contact vendor | IBM PC-XT, -AT, and compatibles | Yes/ free | 1,500 |
| **Scherrer Resources** | Sales Allied | Customer and prospect tracking system, with database management, word processing, auto-dial, and note-taking. | 256K | $395 | IBM PCs and compatibles; MS-DOS | Yes/ free | 2,000 |
| **Softworks** | MARKIS | Lead qualification, tracking, prompting. | 256K | $349 | IBM PC-XT, -AT, and compatibles | Yes/ free | NA |
| **SourceMate Information Systems** | TelemarketMate | Tracks and organizes data on companies, clients, contact, or prospects according to 58 classifications; includes pop-up notepad for recording telephone conversation notes. | 128K | $495 | IBM PC-XT, -AT and compatibles | Yes/ $25 | NA |
| **Specialized Management Support** | SALES-PLANNER | Prospect/customer database, sales reports, letter writer, mail merging. | 384K | $295 | IBM PCs and compatibles | NA | NA |
| **System Vision** | Sales Vision | Prospect/customer management system for telemarketing and field sales professionals. | 384K | $295-$695 | IBM PCs and compatibles | Yes/ free | 200+ |
| **Thomcomp** | Start of Sale (S.O.S.) | Lead management, electronic transfers. | 384K | $1,295 | IBM PCs and compatibles | Yes/ $10 | 40 |
| **Waters Business Systems** | Leads Unlimited | Sales lead management. | Memory requirements vary | $3,750 | IBM System 36/PC | Yes/ free | NA |
| **XYCAD Group** | Follow-Up | Software for salespeople: tracks appointments, leads, sales, and contact. | 320K | $179.95 | IBM PCs and compatibles; NEC APC III | Yes/ free | 2000 |

## MAPPING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS-TEMS |
|---|---|---|---|---|---|---|---|
| **Ashton-Tate** | MAP-MASTER | Maps counties, states, zip codes based on census and demographic data. | 384K | $395 | IBM PCs and compatibles | Yes/ free | NA |
| **Distribution Models** | ASSIGN●Amap | Maps any data, 5-digit zips, 48 contiguous states. | 640K | $675 | IBM-XT,-AT, PS/2, or compatibles | Yes/ $10 | New |
| **Geosoft** | Map Builder | Mapping customer locations, sales territories, thematic maps. | 512K | $250-$400 | IBM PCs and compatibles | Yes/ free | NA |
| **Graph Bridge Software** | MapLink | Maps sales, sales growth, customer distribution and sales penetration by zip, county, or state. | 512K (hard disk) | $495-$795 | IBM PCs and compatibles | Yes/ free | New |
| **Modern Business Applications** | SelectSite | Generates demographic color-coded maps (information from CACI). | 512K | $2,395 (leasing option @ $500/ year) | IBM PCs and compatibles | No/ free trial | NA |
| **National Decision Systems** | PCMAP | Thematic mapping software. Plots locations, targets customers, graphs, cross-references. | 512K | $200-$495 | IBM PCs and compatibles | Yes/ $25 | NA |
| **Sammamish Data Systems** | DIDS | Computer mapping of statistical data. | 256K | $395 | IBM PC-XT, -AT | Yes/ $25 | 450 |
| **Sammamish Data Systems** | GEOSIGHT | Geographic information system for market segmentation and targeting. | 640K | $3,950 | IBM-AT 386-based models 60, 80 Compaq DeskPro 286, 386 | Yes/ $25 | 42 |
| **Strategic Locations Planning** | ATLAS*GRAPHICS 2.0 | Generates maps with geographic data for various regions. | 512K | $450 | IBM-XT, -AT, and compatibles | Yes/ free | NA |
| **Strategic Locations Planning** | MapMaker | Generates maps with geographic data for various regions. | 512K | $295 | Macintosh | No | NA |
| **ZS Associates** | EVALUMAP | Evaluates sales performance and budgeting. | 512K | Prices - available on request | IBM PC-AT, -XT | No | NA |
| **ZS Associates** | MAPS III | Align sales territories by integrating company data with U.S. geography. | 384K | Prices available on request | IBM PC-AT, -XT | No | NA |

## MARKETING MANAGEMENT

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS-TEMS |
|---|---|---|---|---|---|---|---|
| **AGS Management Systems** | PAC MICRO | Project management system, scheduling, budgeting, color graphics. | 192K | $990 | IBM PCs and compatibles | Yes/ free | 1,000 |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **Datamatics Management Services** | Performance Measurement System | Call/sale analysis, marketing response tracking. | 256K | $2,995 | IBM PC-XT and compatibles | No/30-day trial | NA |
| **Digital Equipment Corp.** | All-in-1 System for Sales and Marketing | Marketing planning. | Memory requirements vary | Prices available on request | Micro VAX II | No | NA |
| **Digital Marketing** | MILESTONE | Business project planning. | 128K | $99 | IBM PCs; HP 150; Kaypro | No | 10,000 |
| **Marketools** | GRUNTWORKS | Forecasting, pricing, promotion evaluation of products/sales in a marketing dept. | 256K | $395 | IBM PC-XT, -AT, and compatibles | No | NA |
| **Profaq Systems** | PROFAQ SALES | Unique marketing plan fully integrated with appointment calendar and word processor. | 384K (hard disk) | $495 | IBM PCs and compatibles; MS-DOS 2.0 or greater | Yes/ free | NA |
| **Scientific Marketing** | Marketfax | Marketing plans, telemarketing, auto-dial, scripting, word processing, mail merge. | 128K | $695-$1,395 | IBM PCs and compatibles | Yes/ free | 3,496 |
| **Successware** | Marketing Edge | Works with Lotus 1-2-3 to provide 17 decision-enhancing applications for building a market plan. | 256K | $149 | IBM PCs and compatibles | No | 10,000 |
| **MARKETING RESEARCH** | | | | | | | |
| **Computers for Marketing** | PC-SURVENT | Computer-assisted interviewing for market research. | Memory requirements vary | $5,00-$25,000 per site | IBM PCs and compatibles; HP 110 Plus; Apple IIe | No | NA |
| **Donnelley Marketing** | Conquest | Series of consumer demographic databases that can be accessed for marketing research and planning. Incl: AmericanProfile, Market Potential, TargetScan, GraphicProfile, ClusterPlus. | 512K | $7,500-$50,000/ annually (lease) | IBM PC-XT and greater | No | NA |
| **Glimpse Econometrics** | Microcomputer Data Service | Small area statistics on demographics, economic, and market conditions. | 256K | $495 & up | IBM-XT, -AT, and compatibles | No/30-day trial | 100 |
| **Glimpse Econometrics** | PC Star | Demographic and marketing information analysis. | 256K | $495 | IBM PC-XT, -AT, and compatibles | No/30-day trial | NA |
| **Information Resources** | pcEXPRESS | Sales, marketing, and financial decisions support. | 640K | $1,495 | IBM PC-XT, -AT, PS/2 3270/PC, and compatibles | No | NA |
| **National Decision Systems** | MarketPac | Consumer, demographic, and business marketing information by metros and states. | Memory requirements vary | $495-$795 | IBM PCs and compatibles | Yes/ free | NA |
| **Oxicron Systems** | OXISTATS | Applications-oriented statistical analysis system, featuring automatic elasticity and modeling capabilities. | 256K | $395 | IBM -XT, -AT, PS/2, and compatibles | No | NA |
| **MEETINGS** | | | | | | | |
| **Marketech International** | MSSP (Meeting Site Selection Program) | Menu-driven program selects optimal meeting sites for national and regional meetings based on airfares, lodging, meals, airport-to-city transportation, and miscellaneous out-of pocket expenses. | 128K | $265 | IBM PCs and compatibles, color monitor, DOS 2.0 or greater | Yes/ $7.50 | NA |
| **PERSONAL MANAGEMENT** | | | | | | | |
| **Campbell Services** | Reminder Plus | Time management system with database for mailings, directories, logos, calculator. | 310K | $239 | IBM PCs and compatibles; MS-DOS 2.0 or greater | No/ free trial period | NA |
| **Campbell Services** | The Reminder System | Time management follow-up system. | 210K | $99 | IBM PCs and compatibles; MS-DOS 2.0 or greater | No/ free trial | NA |
| **Chang Laboratories** | C.A.T. Contacts•Activities•Time | Relational database for managing contacts by 14 user-defined views, activities, and time. | 512K | $399.95 | Macintosh, Mac +, Mac II | Yes/to dealers only/ $39 | 3,500 |
| **Conductor Software** | ACT! The Business Activity Management System | Integrated database, word processing, time-management program for salespeople and managers. | 460K | $395 | IBM PCs and compatibles; laptops | No/ video tape/ $10 | 2,000 |
| **Courseware** | SOLD! | Teach yourself how to make sales calls. | 128K | $40-$79.50 | IBM PCs | No | NA |
| **Custom Databanks** | Executive Search System | Merges names and addresses of 1,436 search firms with a customized letter. Recruiters can be accessed by industry, location, job category, or salary. Updated every 2 months. | 320K | $50 ($30 for updates) | IBM PCs and compatibles, DOS 2.0 or greater | No | NA |
| **Reality Technologies** | Business Week's Business Advantage | A learning tool utilizing simulation: Take the helm of the world's largest companies and strive to make them a corporate success. | 384K | $49.95 | IBM PC-XT, -AT, DOS 2.0 or greater; Macintosh (2800K drive) | No | NA |
| **Reality Technologies** | What they Don't Teach you at Harvard Business School | A learning tool utilizing simulation: You'll learn how to network, negotiate, and manage as you take control of Mark McCormack's company, International Management Group. | 512K (dual floppies) | $49.95 | IBM PC-AT, -XT, DOS 2.0 or greater | No | NA |
| **Streamline Software Systems** | The Phase II Profile Training | Sales training for retail sales people: how to overcome objections and close; evaluates sales skills. | 256K | $89.95 | IBM PCs and compatibles | No | NA |

# SOFTWARE SURVEY

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **SALES ANALYSIS** | | | | | | | |
| **Computer Associates, Micro Products Division** | Easy Business Systems | Module for sales analysis; sales decision tool. | 128K | $495 | IBM-XT, -AT, and compatibles | No | NA |
| **Computer Associates, Micro Products Division** | Sales Analysis | Generates statistical, detail, or summary reports. | 128K | $395 | IBM PCs and compatibles | No | NA |
| **Computer Innovations** | S-DOT | Sales direction/opportunity tracking, lead control, profiles, forecasting, market research, and analysis. | 256K-512K | $500-$3,500 | IBM PCs and compatibles | No | NA |
| **Graph Bridge Software** | ChartLink | Provides charts of key sales, salespersons, customers, product lines, and inventory. | 512K (hard disk) | $295-$495 | IBM PCs and compatibles | Yes/ free | 100+ |
| **Javelin Software** | Javelin | Business analysis using natural language. | 512K | $99.95 | IBM PCs and compatibles; Tandy 1200HP | Yes/ free | NA |
| **Sales Esp. (Enhanced Sales Productivity)** | Electronic Sales Pipeline | Electronic mail communications, customized sales tracking for geographically distributed sales organizations. | 256K | $1,500 | IBM PCs and compatibles | Yes/ free | 50+ |
| **Spalding** | OpRep | Lotus 1-2-3 companion product for tracking sales; fiscal calendar, spreadsheet-like reporting capabilities. | 256K (hard disk) | $395 | IBM PCs and compatibles; MS-DOS 2.0 or greater | No | NA |
| **Sybex** | Tracker | Sales analysis enhancement for sales and marketing managers to rank customers/salespeople/ products. Reviews performance with graphics. | 384K | $149 | IBM PCs and compatibles | No/ 30-day trial | NA |
| **SALES & MARKETING** | | | | | | | |
| **CMark** | Summit | Sales and marketing system: capabilities for single user, network, remote communication. | 640K (hard disk) | $9,700 & up | IBM PCs or compatibles | No | 100 |
| **Profidex** | SCAMP (Sales Control and Marketing Planner) | Telemarketing, direct mail, auto-dialer, customized reports on prospects, territories, branches, and regions. | $695 | 256K | IBM PCs and compatibles | Yes/ free | 175+ |
| **Profit Management Systems** | Outcome | Field sales and marketing system, lead tracking, account/territory management, sales forecasting, scheduling. | 180K | $500 | IBM PCs and compatibles | Yes/ free | New |
| **SALES & MARKETING ANALYSIS** | | | | | | | |
| **Market Statistics** | Your Marketing Consultant (Consumer or Business-to-Business versions) | 39 updated demographic variables added to your sales data for developing sales territories, creating custom buying power indices, and measuring performance. | 512K | $950 | IBM PCs and compatibles; DOS 2.1 (CD-ROM version available) | No | 250+ |
| **SALES FORECASTING** | | | | | | | |
| **Core Analytic** | Autocast | Expert-systems-based automatic sales forecasting. | 384K | $495 | IBM PCs and compatibles | Yes/ $25 | NA |
| **Core Analytic** | 4CaST/2 | Complete forecasting system: contains 30 common forecasting techniques. | 384K | $495 | IBM PCs and compatibles | Yes/ $25 | NA |
| **Datamatics Management Services** | Performance Measurement System | Planning, call tracking, call/sale analysis. | 256K | $2,995 | IBM PC-XT and compatibles | No | NA |
| **Digital Equipment Corp.** | All-in-1 System for Sales and Marketing | Sales forecasting. | Memory requirements vary | Prices available on request | Micro VAX II | No | NA |
| **IDSC** | Marketrieve | Lead tracking, forecasting, market analysis. | 256K | $995 | IBM PC-XT, -AT, and compatibles | No | NA |
| **JEB Marketing Information System** | Marketing Management System | Sales forecasting. | 256K | $995-$3,400 | PC-DOS; MS-DOS; Unix; Micro Vax/ Micro VMS | Yes/ only in DOS format/ $50 with manual | 1,300-1,400 |
| **Marketing Information Systems** | MSM System for Marketing and Sales Management | Sales forecasting. | 384K | $3,000-$20,000 | IBM PC-XT, -AT | Yes/ free | NA |
| **Pearl Communications** | PCI Sales Management System | Weekly or monthly sales and product forecasts, customer tracking. | 256K | $695-$1,295 | IBM PCs | Yes/ free | New |
| **Resource n** | Plans 'n Totals | Sales forecasting, budgeting, financial planning. | 512K | $99 | IBM PCs and compatibles | No/ guarantee instead | NA |
| **SAS Institute** | SAS System | Forecasting. | 640K | Prices available upon request | IBM PC-XT, -AT, and compatibles | Yes/ free | 1,500 |
| **Smart Software** | Smart Forecasts II | Expert system PC forecasting; graphics and data editing; incorporates manager's judgments. | 256K | $695 | IBM-XT, -AT, PS/2, and compatibles | Yes/ $10 | 2000+ |
| **State Street Consultants** | ATMSS (Automated Target Marketing and Sales System) | Database management, lead tracking, forecasting, sales call reporting. | 640K | $3,000 | IBM-XT, -AT, TI DX10 | Yes/ $300 | New |
| **Wisard Software** | Wisard Forecaster | Uses "artificial intelligence" for time series forecasting. | 256K-512K | $99-$1,995 | IBM PCs-XT, -AT, and compatibles | No | NA |

## SALES MANAGEMENT

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Applied Software Technology** | VersaForm XL | Sales management, sales analysis, order entry. | 512K | $159 | IBM PC-XT, -AT, and compatibles | Yes/ free | 35,000 |
| **Bartel Software** | Totall Manager: The Total Sales System | Market plans, tracking, sales letters, prospect database. | 640K | $795 | IBM PC-XT, -AT, laptops, PS/2 | Yes/ free | NA |
| **Bits & Bytes** | Sales Manager's Companion | Monitors sales productivity, territory, quota, and commissions of sales reps. | 128K | $159 | IBM PCs and compatibles | Yes/ free | 1,000 + |
| **Business Research** | Sales Force Manager | Marketing and sales information with prospect tracking and sales force control. | 512K | $2,400 | IBM PC-AT and compatibles | No | 40 |
| **Clark Information Technologies** | Market Quarterback | Tracks sales force productivity by comparing performance vs. forecast. | 256K | $595 | IBM PCs and compatibles; MS-DOS, PC-DOS | No/30-day trial | NA |
| **EMIS Software** | Executive Management Information Systems (EMIS) | Sales and marketing administration and telemarketing. | 512K | $1,250 | IBM PCs and compatibles | Yes/ $35 | 700 + |
| **Envoy Systems** | SalesMate | Integrated package of 12 modules: SalesQuote, SalesReport, SalesTarget, SalesTrain, SalesInfo, SalesInquire, SalesOrder, SalesFile, SalesAid, SalesMail, SalesPlan, and SalesDesk. | 256K | $300-$700 | HP Portable Plus; GRiD; Wang laptop; Data General DG-One model II; IBM PC-XT, -AT, and Convertibles | No | NA |
| **ETS Systems** | Star-Trak | Organize and track incentive compensation; sales tracking and sales management. | 512K | $6,000 | IBM PC-XT and compatibles | Yes/ free | 50 |
| **Graph Bridge Software** | S.Y.A.O. (See Your Account Officer) | Designed for sales organizations following PSS III; links charting, mapping, and accounting software. | 512K (hard disk) | $1,795-$2,795 | IBM PCs and compatibles | Yes/ $30 | New |
| **GRiD Systems** | Management Tools | Integrated package with word processing, database, spreadsheet, and graphics and record playback. | 512K | $790 | IBM PC-XT; GRiD Compass, GRiDCase | No | NA |
| **GRiD Systems** | Task | Customizes sales applications. | 512K | $50 | IBM PC-XT; GRiD Compass, GRiDCase | No | NA |
| **High Caliber Systems** | peopleBASE | Sales management system: analyze by lead source, salesperson; phone/mail follow-up of customers and prospects. | 640K | $129-$395 | IBM PC-XT, -AT, and compatibles | Yes/$8 | NA |
| **Hugh Carver Group** | Sales Solutions Pack | Library of sales management programs with sales and marketing applications. Integration capabilities with laptops, minis, and mainframes. | 512K | Prices available upon request | IBM PCs and compatibles, PC/MS-DOS, Unix, PS/2 | No | 15 + |
| **Information Resources** | Sales Management System | Quota performance, territory management forecasting, graphics, reporting; distribution analysis. | 640K | $5,000 (for PC workstation) | IBM PC-XT, -AT | No | NA |
| **Key Systems** | Prospect Plus | Sales, marketing, direct-mail support. | 384K | $795 | IBM PCs and compatibles | No | NA |
| **KLS** | SNAP | Sales management, field sales information and support. | 512K | $4,500 | IBM PC-XT, -AT; PC-DOS; network and laptop versions available | Yes/ free | NA |
| **Lowell** | CAMP | Sales management, sales lead fulfillment, prospect qualifications. | 256K | $495 | IBM PCs and compatibles | Yes/ free | 36 + |
| **M&T Publishing** | Sales Management with D-Base 3 | Works with D-Base 3 to track clients' names and addresses, follow-up and account data, selling, sales management. | 256K | $49.95 | MS-DOS | No | NA |
| **Makor** | Summit | Integrated 10 modules including training, expense reporting, lead generation. | 640K | $9,700 | IBM PC-AT and compatibles | No | NA |
| **Market Power** | The Sales Manager | Complete informative management tool for professional sales representatives and managers. | 256K | $575 | IBM PCs and compatibles | Yes/ free | 3000 |
| **Market Power** | Sales Wizard | Complete tool designed for the field sales representative: word processor, telemarketing, autodial, call reporting. | 256K | $99 | IBM PCs and compatibles | Yes/ free | 3000 |
| **Marketing Information Systems** | MSM System for Marketing and Sales Management | Marketing database for business-to-business applications. | 384K | $3,000-$20,000 | IBM PC-XT, -AT | Yes/ free | NA |
| **National Management Systems** | National Sales Manager's Workstation | For national sales organizations. Customized by industry: assigns prospects, monitors budgets, tracks performance. | 512K | $995 | IBM PCs and compatibles | Yes/ free | 3,000-4,000 |
| **Pearl Communications** | The Sales Management System for Manufacturers | Customer tracking, quote generation, forecasting, customer support. | 256K | $695-$1,295 (10 modules) | IBM PCs and compatibles | Yes/ free | New |
| **PLC Systems** | PC-SALES LINK | Batch file processing, personal planning. | 512K | $30,000-$50,000 | MS-DOS, IBM PCs, and compatibles | Yes/ free | New |
| **Portable Computer Solutions** | PCS Sales Manager | Sales support and consolidation. | 320K | $695-$1,500 | IBM PCs and compatibles and networks | Yes/ $25 | NA |
| **Resource n** | Plans 'n Totals | Budgeting, planning, forecasting, margins, P&L. | 512K | $99 | IBM PCs and compatibles | No/ guarantee instead | NA |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Sales and Marketing Systems** | SalesCONTROL 2 | Integrated package; prospect database with territory account, sales force, and promotion analysis and custom reporting. HQ/field data transfer. | 320K | $495-$1,995 | IBM PC-XT, -AT, and compatibles; MS-DOS 2.1 or greater; network version available | Yes/free | 1200 |
| **Sales Technologies** | (No title for software) | Integrated, networked package of six modules: Sales Reporting, Information Retrieval, Territory Management, Electronic Mail, Administration Worksheets. Order Entry. | 640K | $1,000-$1,500 (per salesperson) | MS-DOS | No/tailored to customer | 20+ |
| **Scientific Marketing** | Marketfax | Marketing plans, telemarketing, auto-dial, scripting, word processing, mail merge. | 128K | $695-$1,395 | IBM PCs and compatibles | Yes/free | 3,496 |
| **Scott Computing Systems** | Scott Customer Manager | Company profiles, contacts, call reports, car mileage, quotes/lead tracking. | 512K | $1,995 | IBM PCs or compatibles | No | NA |
| **Software Design** | Account Executive | Sales management. | 256K | $395 | IBM PCs and compatibles | No | NA |
| **Strategic Management Group** | Business Learning Systems | Training for marketing, operations, finance, strategic planning. | 256K | $475 | IBM PC-XT, -AT, and compatibles | Yes/sampler/$25 | 1,000 |
| **Technology Development** | SaleMaker | Inquiry handling, direct mail advertising, telemarketing, forecasting, quotation generation, and tracking. | 256K | $3,900 | IBM PCs and compatibles, MS-DOS and compatibles | Yes/via modem/free | 60 |
| **Thoughtware** | Sell! Sell! Sell! | Sales training, self- and customer assessment. | 128K | $99-$299 | IBM PCs and compatibles | No | NA |
| **Thoughtware** | Trigger | Track sales performance. | 128K | $99 | IBM PC-XT, -AT, and compatibles | No | NA |
| **Viveca International** | Market Advantage | Integrates steps from sales promotion to sales. | 256K | Prices available on request | IBM PC-XT, -AT, or 100% compatibles; MS-DOS; PC-DOS 2.0 | Yes/$6.95 | NA |

## SALES PLANNING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **InstaPlan** | InstaPlan | Forward planning tool that integrates outlining, project management, and spreadsheet as well as producing overheads and hand-outs. | 512K (dual floppies or hard disk) | $99 | IBM PCs and compatibles | No/30-day trial | NA |
| **MARCAR Personal Computing** | MARCAR-CMS (Client Management System) | Professional productivity system, features client scheduling, histories; interactive calendar; report writing; letters, labels, and envelopes. | 512K | $750-$1,750 | IBM PCs and compatibles | Yes/$25 | 100 |
| **Mastersoft** | Sales Master | Sales planning and reporting. | 256K | $395 | IBM PCs and compatibles | Yes/free | NA |

## SALES PRESENTATIONS

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Apian Software** | Decision Pad | Interactive work sheet helps customers make complex choices before closing the sale. | 256K | $195 | IBM PCs and compatibles | Yes/$10 | NA |
| **Ashton-Tate** | DIAGRAM-MASTER | Organization and gathering; library of business diagrams for flow charting. | 384K | $345 | IBM PCs and compatibles | Yes/free | NA |
| **Bureau of Business Practice** | Don Scott's Professional Selling: The Computer Course | Disk and handbook giving basic principles to train a potential sales force. | 128K (dual floppies; 80-column printer) | $89 | IBM PC, MS-DOS 1.1 or greater | No | NA |
| **Courseware** | SOLD! | Teach yourself how to make sales calls. | 128K | $40-$79.50 | IBM PCs | No | NA |

## TELEMARKETING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Adelie** | CLOSE | Integrated package of six modules: Direct Mail, Management, Response, Sales and Marketing Productivity, Sales, Telemarketing. | 640K | $950-$1,500 | IBM networked PCs and minis | No | NA |
| **Excalibur Sources** | Exsell | Designed for telemarketing and sales reps who must share same client/prospect files. | 128K | $395-$1,000 | IBM PC-AT, AT&T | Yes/free | 3200 |
| **Prism Systems** | TELEMARK-Telemarketimg | Lead introduction, qualification, assignment; automated and customized inbound/outbound. | 512K | $2995-$7995 | IBM PC-XT, -AT and compatibles | Yes/free | NA |
| **Prophecy Development** | Profit Tool | Defines markets, prospects. | 384K | $1,195-$1,995 | IBM PCs and compatibles, Wang Professional | $25 | NA |
| **QAX International Systems** | InQuiry Action eXpress | Telemarketing script processor. | Memory requirements vary | $2,495 | IBM PC-XT; Data General | No | 36+ |
| **RemoteControl** | TeleMagic | Sales and telemarketing productivity software: auto-dial, report generator, call history analysis. | 384K | $95-$795 | IBM PCs and compatibles | Yes/free | 5000+ |
| **SaleMaker Software** | SaleMaker | Integrated system for telemarketing, direct marketing, client management, follow-up letters, and sales reports. | 512K | $495 | IBM PCs and compatibles | Yes/free | 2,500 |
| **Sales and Marketing Systems** | TelemarketingCONTROL | Scripting with branching and logic. Instant access to product, competitor, objections information, inbound/outbound. Auto-dialer. | 320K | $495-$1,995 | IBM PC-XT, -AT, and compatibles; MS-DOS 2.1 or greater; network version available | Yes/free | NA |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **Scientific Marketing** | Marketfax | Telemarketing, marketing plans, auto-dial, scripting, word processing, mail merge. | 128K | $695-$1,395 | IBM PCs and compatibles | Yes/ free | 3,496 |
| **Technology Development** | SaleMaker | Telemarketing, inquiry handling, direct mail advertising, forecasting, quotation generation, and tracking. | 256K | $3,900 | IBM PCs and compatibles, MS-DOS and compatibles | Yes/via modem/ free | 60 |
| **Travis DataTrack** | DataTrack Telemarketing System | Full feature inbound and outbound with host connectivity | 512K (MS-DOS workstations) | Prices available upon request | DEC, IBM, and HP Hosts | Yes/ free | NA |
| **TERRITORY MANAGEMENT** | | | | | | | |
| **Champaign Systems** | PC DOSSIERS | Develop detailed client profiles. | 128K | $245 | IBM PCs and compatibles | No | NA |
| **Chang Laboratories** | C.A.T.—Contacts •Activities•Time | Relational database for managing contacts by 14 user-defined views, activities, and time. | 512K | $399.95 | Macintosh, Mac +, Mac II | Yes/to dealers only/ $39 | 3500 |
| **Envoy Systems** | SalesMate | Integrated package of 12 modules: SalesQuote, SalesReport, SalesTarget, SalesTrain, SalesInfo, SalesInquire, SalesOrder, SalesFile, SalesAid, SalesMail, SalesPlan, and SalesDesk. | 256K | $300-$700 (per module) | Hewlett-Packard Portable Plus; GRiD; Wang laptop; Data General DG-One model II; IBM PC-XT,-AT, and convertibles | No | NA |
| **GSI/Tactics** | STP: Sales Territory Planning | Interactive sales territory planning that shows maps of territories; spreadsheets sales and marketing territory data. | 3MB (hard disk) | $25,000 (lease) | IBM 286- or 386-based models | No | NA |
| **International Market Resources** | STATUS | Sales tracking and territory/client updates. | 256K | $1,500 | MS-DOS, Wang | Yes/ free | NA |
| **LEADtrack Services/ Koltys** | LEADtrack | Menu-driven package, integrating database management through tracking reports, automatic territory calculation. | 256K | $1,875 | IBM PCs and compatibles | Yes/ free | 100+ |
| **McDonnell Douglas Applied Communications Systems** | OnTyme Plus Sales Force Automation (SalesMate) | Complete sales and territory management system used by sales reps. | 256K | $250 & up | IBM PCs and compatibles | Yes/ free | NA |
| **PLC Systems** | PC-SALES LINK | Batch file processing, personal planning. | 512K | $30,000-$50,000 | MS-DOS, IBM PCs and compatibles | Yes/ free | New |
| **Sales Technologies** | (No title for software) | Integrated, networked package of six modules: Sales Reporting, Information Retrieval, Territory Management, Electronic Mail, Administrative Worksheets, Order Entry. | 640K | $1,000-$1,500 (per salesperson) | MS-DOS | No/ tailored to customer | 20+ |
| **Sammamish Data Systems** | Sales Territory Manager | Define or update and franchise territory zones. | 512K | $2,500 & up | IBM PC-AT; EGA graphics card required | No | 15 |
| **Samurai** | QUOTA MAKER | Sales prospecting marketing system, auto-dialer, reports, rolodex. | 512K | $450 | IBM PCs and compatibles | Yes/ free | 75+ |
| **Software Products International** | Open Access II | Relational database with programming, spreadsheet, word processing and pop-up desk accessories; available in network. | 256K | $595 | IBM PCs and compatibles; MS-DOS; PC-DOS | Yes/ tutorial/ $19.95 | NA |
| **Waters Business Systems** | Sales and Marketing Information System | Sales call planning, lead analysis. | 128K | $5,000-$40,000 | IBM System 36/PC | No | NA |
| **WORD PROCESSING, GRAPHICS & MISCELLANEOUS** | | | | | | | |
| **Innovative Software** | SMART | Spreadsheet with graphics, database manager, word processing. | 256K | $895 | IBM PC-XT, -AT, PS/2, Unix & Xenix | Yes/ free | 12,000 |
| **Lowell** | The Peddler | All-in-one salesperson's tool; includes employment calendar, daily task reminder, prospect case history, auto-dial, electronic mail, calculator, expense report generator, and road map. | 640K | Prices available upon request | IBM PCs and compatibles | No | NA |
| **Marc Software International** | Word MARC Author | Word processing for authors and managers for letters, memos, and reports. | 512K | $149 | IBM PC-AT; Unix | No | NA |
| **Marc Software International** | Word MARC Composer | Word processing for general business use and legal, engineering, and scientific eduational professions. | 512K | $249 | IBM PCs; AT&T 6300; Zenith, Unix | Yes/ $90 | NA |
| **Mastersoft** | Word For Word | Document conversion utility for IBM PC word processors. | 256K | $149 | IBM PCs and compatibles | No | New |
| **OXICRON Systems** | OXISCAN | Expert system for the analysis of single source scanner data or integrated databases. | 512K | $995 | IBM PC-XT, -AT, PS/2, and compatibles | No | NA |
| **PictureWare** | PicturePower | An integrated software system that incorporates photographic quality images with text into databases. | 640K | $945-$3900 | IBM PC-XT, -AT, and compatibles; IBM PS/2 | No/ video tape/ $24 | NA |
| **SALINON** | NAMER BY SALINON | Creates names for companies, products, and services; 10,000 name-parts thesaurus. | 256K | $99 | IBM PC-XT, -AT, PS/2, and compatibles | No | 1000+ |
| **SALINON** | OFF-THE-WALL | Generates humorous and unusual expressions and one-liners. | 256K | $29 | IBM PC-XT, -AT, PS/2, and compatibles | No | New |
| **Sundance Software** | HANDSHAKE! | Enables multiple PC users to share printers, files, and other peripherals. | 45K | $164.95 & up | IBM PC-XT, -AT, PS/2, and compatibles, MS-DOS; PC-DOS | No | 600+ |

## VENDOR DIRECTORY

**Adelie Corp.,** 125 Cambridge Park, Cambridge, MA 02140 (617-354-0400)

**Advanced Marketing Systems,** 21 George Street, Lowell, MA 01852-9603 (617-454-6472)

**AGS Management Systems, Inc.,** 880 First Ave., King of Prussia, PA 19406 (215-265-1550)

**Aplan Software,** P.O. Box 1224, Menlo Park, CA 94026 (800-237-4565)

**Applied Software Technology,** 1350 Del Ave., Suite 203, Campbell, CA 95008 (408-370-2662)

**Ashton-Tate,** 25 Sylvan Rd. South, Westport, CT 06880 (203-222-1974)

**Bartel Software,** 942 East 7145 South, A-101, Midvale, UT 84047 (801-566-5544)

**Bits & Bytes, Inc.,** 1650 Oakland Blvd., #105, Walnut Creek, CA 94596 (415-945-0987)

**Breakthrough Productions,** 10659 Caminito Cascara, San Diego, CA 92108 (619-281-6174)

**Brock Control Systems, Inc.,** 1600 Parkwood Circle, Atlanta, GA 30339 (404-956-0081)

**Bureau of Business Practice,** 28 Rope Ferry Rd., Waterford, CT 06386 (203-442-4365)

**Business Research,** 1901 Avenue of the Stars, #542, Los Angeles, CA 90067 (213-533-6837)

**Business Systems International,** 20942 Osborne St., Canoga Park, CA 91304 (818-998-7227)

**C Tek Software, Inc.,** 30 Rockefeller Plaza, Suite 4325, New York, NY 10112 (212-246-7733)

**Campbell Services,** 21700 Northwestern Hwy., Suite 1070, Southfield, MI 48075 (313-559-5955)

**Capstone Marketing and Publishing,** 1854 East Krista Way, Tempe, AZ 85284 (602-820-7002)

**Champaign Systems, Inc.,** 1140 W. Washington Blvd., Suite 200, Oak Park, IL 60302 (312-386-0062)

**Chang Laboratories,** 5300 Stevens Creek Blvd., San Jose, CA 95129 (408-246-8020)

**CHIPTECH, Inc.,** 230 Tenth Ave. South, Minneapolis, MN 55415 (612-342-4411)

**Cincom/Target Marketing,** 11499 Chester Rd., Suite 2501, Cincinnati, OH 45246 (513-772-5335)

**Clark Information Technologies,** 1200 Niles/Buchanan Rd., Buchanan, MI 49107 (616-697-8400)

**CMArk, Inc.,** 350 Ashworth Court, P.O. Box 1530, Dublin, OH 43017 (614-766-0034)

**Communication Systems,** 1165 Harrison St., Seattle, WA 98109 (800-222-5570)

**Computer Associates, Micro Products Div.,** 2195 Fortune Dr., San Jose, CA 95131 (408-432-1727)

**Computer Innovations,** 55 East Jackson St., Suite 1515, Chicago, IL 60604 (312-663-5930)

**Computers for Marketing Corp.,** 547 Howard St., San Francisco, CA 94105 (415-777-0470)

**Computer Technology Consultants, Inc.,** 1600 Pennsylvania Ave., York, PA 17404 (717-846-2977)

**Conductor Software,** 9208 West Royal Lane, Irving, TX 75063 (800-338-2449)

**Core Analytic,** 674 Route 202-206 North, Bridgewater, NJ 08807 (201-218-0900)

**Cosmos, Inc.,** 3633 136 Place Southeast, Bellevue, WA 98006 (206-643-9898)

**Courseware, Inc.,** 10075 Carroll Canyon Rd., San Diego, CA 92131 (619-578-1700)

**Custom Databanks,** 127 East 59th St., New York, NY 10022 (212-888-1650)

**Danart Corporation,** 76 Belvedere St., San Rafael, CA 94901 (415-454-4200)

**Datamatics Management Services, Inc.,** 330 New Brunswick Ave., Fords, NJ 08863 (201-738-9600)

**DayFlo Software,** 17701 Mitchell Ave., North, Irvine, CA 92714 (714-474-1364)

**Digital Equipment Corp.,** Continental Blvd., Merrimack, NH 03054 (603-884-5111)

**Digital Marketing Corp.,** 1136 P Saranap Ave., Walnut Creek, CA 94595 (415-947-1000)

**Distribution Models,** P.O. Box 440, Planetarium Station, New York, NY 10024 (212-362-3629)

**Donnelley Marketing,** 70 Sea View Ave., Stanford, CT 06904 (800-527-DMIS)

**D.P. Professionals,** 3563 U.S. Highway 19 North, Palm Harbor, FL 34684 (813-786-8337)

**Dynacomp, Inc.,** P.O. Box 18129, Rochester, NY 14618 (716-671-6160)

**EMIS Software, Inc.,** 10715 Gulfdale, Suite 232, San Antonio, TX 78216 (512-344-0069)

**Envoy Systems Corp.,** 1432 Main St., Waltham, MA 02154 (617-890-1444)

**Espirit Software Technology,** P.O. Box 726, Hollis, NH 03049 (603-465-3378)

**ETS Systems, Inc.,** 1310 Maple Ave., Evanston, IL 60201 (312-864-7772)

**Excalibur Sources,** P.O. Box 467220, Atlanta, GA 30346 (404-956-8373)

**Geosoft Corp.,** 38 Park St., Vernon, CT 06066 (203-875-7782)

"MY PROFITS HAVE DOUBLED"
*Since Using*
**TELEMAGIC**
GLENN KENNEDY, Beverly Hills, CA.
Success Magazine, 9/87 Issue.

**THE #1 SELLING PC PROGRAM**
FOR
**SALES PEOPLE, TELEMARKETING**
**LEAD TRACKING & SALES SUPPORT**

- Extremely POWERFUL Integrated Features.
- Utterly Simple to use – Preprogrammed

• THREE VERSIONS AVAILABLE •

"PERSONAL" . . . . . . . . $ 95.
"PROFESSIONAL" . . . . $295.
"NETWORK" . . . . . . . . $795.

NEW VERSION 8.2B

- **SELL** *Lots More, In Less Time.*
- **BUILD** *A Valuable Database.*
- **ORGANIZE** *And Simplify.*
- **MAXIMIZE** *Your Profits.*
- **COMPETE** *With Strength.*

**FREE DEMO**
**1-800-992-9952**
(In California Call 1-800-992-5228)

Published by RemoteControl™ 1320 Ocean Avenue · Building E Del Mar, CA 92014 1-619-481-8577

Circle No. 109 on Reader Service Card

**Glimpse Econometrics,** P.O. Box 1943, Alexandria, VA 22313 (703-892-8801)

**GPS Services, Inc.,** 12126 El Sendero, San Antonio, TX 78233 (512-590-0743)

**Graph Bridge Software,** 800 Kensington, Missoula, MT 59801 (800-327-4903)

**GRID Systems Corp.,** 47211 Lakeview Blvd., Fremont, CA 94537 (4[illegible]5-656-4700)

**Group 1 Software,** 6404 Ivy Lane, Greenbelt, MD 20770-1400 (301-982-2000)

**GSI/Tactics,** 204 Andover St., Andover, MA 01810 (617-470-3760)

**High Caliber Systems, Inc.,** 165 Madison Ave., New York, NY 10016 (212-684-5553)

**Hugh Carver Group, Inc.,** 90 Schalks Rd., P.O. Box 469, Plainsboro, NJ 08536 (609-799-7456)

**HDSC Rental Company, Inc.,** 350 Harvey Rd., Manchester, NH 03103 (603-645-6677)

**Information Resources, Inc.,** 200 Fifth Ave., Waltham, MA 02254 (617-890-1100)

**Innovative microSystems,** 601 Holiday Dr., Pittsburgh, PA 15220-2736 (412-922-4999)

**Innovative Software, Inc.,** 9875 Widmer Rd., Lenexa, KS 66215 (800-438-7627)

**InstaPlan Corp.,** 655 Redwood Hwy., Mill Valley, CA 94941 (415-389-1414)

**InterActive Market Systems,** 55 5th Ave., New York, NY 10003 (212-924-0200)

**International Market Resources,** 38 Garden Rd., Wellesley, MA 02181 (617-235-8830)

**Javelin Software Corp.,** One Kendall Sq., Cambridge, MA 02139 (617-494-1400)

**JES Marketing Information System,** 7745 Chevy Chase Dr., Suite 350, Austin, TX 78752 (800-252-3456)

**Key Systems, Inc.,** 512 Executive Park, Louisville, KY 40207 (502-897-3332)

**KLS, Inc.,** 175 Canal St., Manchester, NH 03101 (603-623-5877)

**LEADtrack Services/Keltys Inc.,** 595 Colonial Park Dr., Suite 302, Roswell, GA 30075 (404-587-0412)

**Logic Design Corp.,** 1025 South Moorland Rd., Brookfield, WI 53005-6940 (414-785-1301)

**Lowell Corp.,** P.O. Box 158, Worcester, MA 01613 (617-756-5103)

**M&T Publishing,** 501 Galveston Dr., Redwood City, CA 94063 (415-366-3600)

**Maker,** 11491 Sunset Hills Rd., Reston, VA 22090 (703-437-6001)

**Management Control Systems, Inc.,** 215 Spring Ridge Dr., Roswell, GA 30076 (404-642-0235)

**Marc Software International, Inc.,** 260 Sheridan Ave., Suite 200, Palo Alto, CA 94306 (415-326-1971)

**MARCAR Personal Computing, Inc.,** 126 West Rock St., Mankato, MN 56002-3128 (507-345-5010)

**Market Power, Inc.,** 101 Providence Mine Rd., Suite 106A, Nevada City, CA 95959 (916-432-1200)

**Market Statistics,** 633 Third Ave., New York, NY 10017 (212-984-2382)

**Marketech International,** P.O. Box 366, Far Hills, NJ 07931 (201-204-0933)

**Marketing Information Systems,** 906 University Place, Evanston, IL 60201 (312-491-3885)

**Marketools, Inc.,** P.O. Box 1178, Barrington, IL 60011 (312-381-8636)

**Mastersoft,** 4621 N. 16th St., Suite A108, Phoenix, AZ 85016 (800-624-6107)

**McDonnell Douglas Applied Communications Systems Co.,** 2560 N. First St., San Jose, CA 95161 (800-435-8880)

**Merlo Systems Inc.,** 160 Mt. Vernon St., Boston, MA 02125 (617-282-1846)

**Modern Business Applications,** 2802 Prairie Ave., Miami Beach, FL 33140 (305-538-2970)

**National Decision Systems,** 539 Encinitas Blvd., P.O. Box 9007, Encinitas, CA 92124-9007 (619-942-7000)

**National Management Systems,** 3337 Duke St., Alexandria, VA 22314-4578 (703-823-0300)

**Oxicron Systems Corp.,** One Bridge Plaza, Suite 400, Fort Lee, NJ 07024 (201-592-0222)

**Pearl Communications, Inc.,** 20 Technology Park, Suite 350, Norcross, GA 30092 (404-242-8222)

**PictureWare Inc.,** 111 N. Presidential Blvd., Bala Cynwyd, PA 19004 (215-667-0880)

**PLC Systems, Inc.,** 280 Chestnut St., Springfield, MA 01102 (413-730-6600)

**Portable Computer Solutions, Inc.,** 125 Cambridge Park Dr., Cambridge, MA 02140 (617-576-3000)

**Practical Marketing Software,** 13990 Olive St. Rd.,Chesterfield, MO 63017 (314-434-5254)

**Prism Systems, Inc.,** P.O. Box 40968, Indianapolis, IN 46240 (317-872-4808)

**Profaq Systems, Inc.,** 3724 FM 1960 West, Suite 107, Houston, TX 77068 (713-440-7710)

**Profidex Corp.,** 90 West St., New York, NY 10006 (212-732-6795)

**Profit Management Systems,** 9800 4th St. North, Suite 204, St. Petersburg, FL 33702 (813-578-0190)

If our 15-second frame set up and lifetime warranty don't get you, our good looks will.

Nomadic Instand

Is the most beautiful thing about a Nomadic Instand® the way it quickly and easily pops up *and* self-locks into an *extremely* sturdy display? Or do you find Nomadic's lifetime warranty most appealing (especially when most other portable exhibits have only one-year warranties)?

With our wide variety of frame sizes, accessories, and graphic treatments, there's one thing everyone agrees on. The Nomadic Instand gives you a professional, customized appearance at an affordable cost.

Nomadic Instand is a registered trademark of Nomadic Structures, Inc.

**Nomadic Instand**
800-848-4400, Ext. 266

Yes, I'm interested in a portable exhibit that'll make me look good.

Name

Title

Company

Address

City State Zip

Phone

**Nomadic Structures, Inc.**
Information Center
P.O. Box 9113, Cathedral Station
Boston, MA 02118

SMM-12-87

## SOFTWARE VENDOR INDEX

**Prophecy Development,** 2 Park Plaza, Boston, MA 02116 (617-451-3430)

**QAX International Systems,** 4273 Cavehill Rd., Spring Hill, FL 34606 (904-596-2090)

**Quantic Corp.,** 44 Friendly Dr., Smithtown, NY 11787 (516-361-3322)

**Reality Technologies,** 3624 Market St., Third Fl.So., Philadelphia, PA 19104 (215-387-6055)

**RemoteControl,** 1320 Ocean Ave., Bldg. E, Del Mar, CA 92014 (619-481-8577)

**Resource N,** Inc., 721 Lowell St., Carlysle, MA 01741 (617-264-4450)

**SaleMaker Software,** P.O. Box 531650, Grand Prairie, TX 75053 (214-264-2626)

**Sales and Marketing Systems, Inc.,** 1730-B Corcoran St. NW, Washington, DC 20009 (202-483-7738)

**Sales Rep (Enhanced Sales Productivity),** 8375 Leesburg Pike, Suite 414, Vienna, VA 22180 (703-847-6966)

**SalesFacs Inc.,** 800 Galleria Towers, Birmingham, AL 35236 (205-985-3134)

**Sales Productivity Group, Inc.,** 2416 21st Ave., South, Nashville, TN 37212 (615-292-8344)

**Sales Technologies, Inc.,** 3399 Peachtree Rd. NE, Suite 700, Atlanta, GA 30326 (404-841-4000)

**SALINON Corp.,** 7430 Greenville Ave., P.O. Box 31047, Dallas, TX 75231, (2[illegible]-692-9091)

**Salmon Systems,** 1809 7th Ave., Seattle, WA 98101 (206-623-1800)

**Samurai International,** 3820 Telluride, Suite 200, Boulder, CO 80303 (303-499-0749)

**Sammamish Data Systems, Inc.,** 1813 130th Ave. N.E., Bellevue, WA 98007 (206-867-1485)

**SAS Institute Inc.,** SAS Circle, P.O. Box 8000, Cary, NC 27512-8000 (919-467-8000)

**Scherrer Resources, Inc.,** 8100 Cherokee St., Philadelphia, PA 19118 (215-242-8751)

**Scientific Marketing, Inc.,** 3303 Harbor Blvd., SuiteG-9, Costa Mesa, CA 92626 (714-957-0225)

**Scott Computing Systems,** 2780 Br[illegible]dams Rd., Atlanta, GA 30339 (800-241-75[illegible] GA: 800-282-3777)

**Select Media,** 532 Fifth Ave. South, Ho[illegible]ns, MN 55343 (612-933-1014)

**Smart Software, Inc.,** 392 Concord Ave., Belmont, MA 02178 (617-489-2743)

**SoftPedal Inc.,** 2690 Cumberland Pkwy., Suite 350, Atlanta, GA 30339 (404-435-4880)

**Software Design,** 1731 W. Division, Suite 2, Arlington, TX 76012 (817-261-8826)

**Software of the Future,** P.O. Box 531650, Grand Prairie, TX 75053 (800-433-5355)

**Software Products International,** 10240 Sorrento Valley Rd., San Diego, CA 92121 (619-450-1526)

**Softworks, Inc.,** 7700 Old Branch Ave., Suite E206, Clinton, MD 20735 (301-856-1892)

**Soft Sell,** P.O. Box 566, San Francisco, CA 94101 (415-431-2466)

**SourceMate Information Systems, Inc.,** 20 Sunnyside Ave., Mill Valley, CA 94941-1928 (800-228-8896)

**Spalding,** 303 Research Dr., Suite 140, Norcross, GA 30092 (404-449-1634)

**Specialized Management Support,** 3160 Airway Ave., Costa Mesa, CA 92626 (714-549-5700)

**State Street Consultants,** 84 State St., Boston, MA 02109 (617-720-2020)

**Strategic Locations Planning,** 4030 Moorpark Ave., Suite 123, San Jose, CA 95117 (408-985-7400)

**Strategic Management Group, Inc.,** 3624 Market St., University Science Center, Philadelphia, PA 19104 (215-387-4000)

**Streamline Software Systems,** 14 Perimeter Center East, Atlanta, GA 30346 (404-392-9500)

**Successware, Inc.,** 1130 Kildaire Farm Rd., Suite 135, Cary, NC 27511 (919-469-0119)

**Sundance Software, Inc.,** P.O. Box 434, Redmond, WA 98073-0434 (206-885-0759)

**Sybex Inc.,** 414 Brook Ave., SE., Concord, NC 28025 (704-782-6239)

**System Vision Corp.,** P.O. Box 281166, San Francisco, CA 94128 (415-355-7308)

**Technology Development,** P.O. Box 957, Salem, NH 03079 (603-893-2422)

**Themegump, Inc.,** 325 Chestnut St., Philadelphia, PA 19106 (215-923-8106)

**Thoughtware, Inc.,** 2699 S. Bayshore Dr., Suite 1000A, Coconut Grove, FL 33133 (800-THT-WARE)

**TravelTrak,** P.O. Box 4261, Greenwich, CT 06830 (203-531-0288)

**Travis DataTrak, Inc.,** 381 Elliot St., Newton, MA 02164 (617-964-8960)

**Vidcorp,** 2700 Augustine Dr., Suite 178, Santa Clara, CA 95054 (408-970-0566)

**Viveon International, Inc.,** 3 Lycett Ct., Suite 301, Norwalk, CT 06850 (203-847-0292)

**Waters Business System, Inc.,** 47 New York Ave., Framingham, MA 01701 (617-879-2503)

**Wizard Software Co.,** P.O. Box 19730, Green Bay, WI 54307-9730 (414-436-2341)

**XYCAD Group,** 1577 St. Clair, Cleveland, OH 44114 (216-589-5788)

**ZS Associates,** 1800 Sherman Ave., Evanston, IL 60201 (312-492-3600)

"Will become a monster seller."
KEN MILBURN-MICROTIMES
"Meets the test for greatness."
Jim Seymour
PC Magazine
"ACT IS A WINNER."
JON PEPPER
PC WEEK

You've read the reviews. Now see the movie.

We've introduced a new software program that everyone's excited about.

It's ACT! The Business Activity Management System. The first software *specifically designed* to manage your sales and marketing activity. ACT! integrates database, word processing and time management so efficiently, it is changing the very culture of business. From sales executives to secretaries. Marketing to administration.

Now, not only are critics applauding, but companies are reporting 30% to 40% increases in their sales productivity.

But don't take their word for it. Send for our video tape and demo disk. ACT! will speak for itself.

For your video tape and demo disk,
send this coupon with your $10 deposit to
Conductor Software, 9208 West Royal
Lane, Irving, Texas 75063.

Name

Company Phone Number

Address

City State Zip

Call Toll Free 1-800-338-2449, ext. ACT

ACT!

The Business Activity Management System

© 1987 Conductor Software, Inc.

3

Circle No. 103 on Reader Service Card

C1200-1
1/12/88

# SALES & MARKETING MANAGEMENT

JANUARY 1988
A BILL PUBLICATION
THREE DOLLARS

**CAREERS**
Would It Pay You To Switch Industries?

**DEMOGRAPHICS**
Where Consumers Spend Their Money

**STRATEGIES**
Are You Overdoing "Lean and Mean"?

**MARKETING**
Bartering Comes of Age

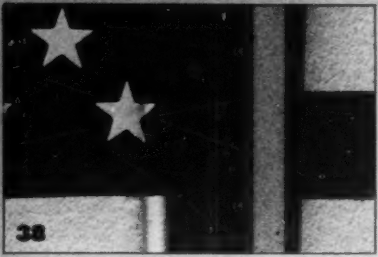
**GOVE[illegible]ENT**
Will th[illegible]inally Wak[illegible]

STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

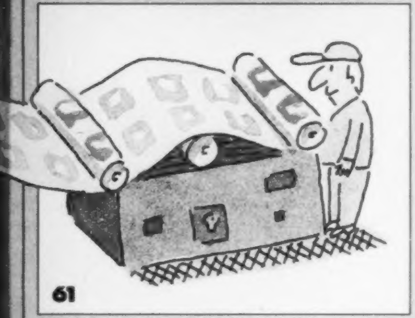
JANUARY 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

32



38



61

COVER PHOTOGRAPH BY CARL IWASAKI

## FEATURES

**32 WOULD IT PAY YOU TO SWITCH INDUSTRIES?**

"A good marketer can sell anything," the saying goes. Well, the gross may not always be greener, but fence jumping is definitely a trend. Urgent, sometimes desperate, demand for new approaches to a changing marketplace sends companies of all shapes and sizes scouting outside the neighborhood for talent.

**38 WHERE CONSUMERS SPEND THEIR MONEY**

Looking for a stable marketing environment? There's great news from the Great Plains.

**46 ARE YOU OVERDOING "LEAN AND MEAN"?**

You may be if your organization lacks the horsepower to accelerate when the sales climate improves. The danger in the frenzy for sustainable competitive advantage is that in cutting fat from the system, you can also cut into the muscle and bone of an organization.

**56 WILL THE FTC FINALLY WAKE UP?**

There are stirrings, to be sure, but critics from every sector contend the agency is still far from having both feet on the floor. Last summer it filed suits against two national advertisers, representing more activity than during the past six years.

**61 BARTERING COMES OF AGE**

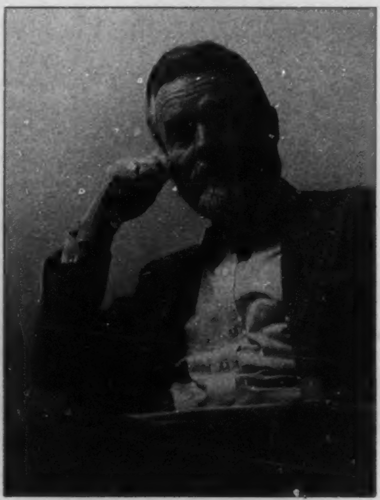
Once used mostly to rescue companies from their mistakes, bartering is now seen as a sophisticated tool for building sales.

## DEPARTMENTS

4 EDITOR'S SIDE POCKET
6 LETTERS
7 VIEWPOINT
8 DEMOGRAPHICS IN ACTION
12 TRAVELERS' NETWORK
14 SECOND THOUGHTS
16 BOOKS
23 SHORT TAKES
26 BUSINESS-TO-BUSINESS
27 INTERNATIONAL
28 MARKETERS, ETC.
67 COMPUTERS
74 ADVERTISING/PROMOTION
76 SALES FORCE MANAGEMENT
79 MOTIVATION
81 IDEAS YOU CAN USE
82 AD INDEX
83 SALES MART
84 SIGNIFICANT TRENDS
85 WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## NOW COMES THE TREE HUGGER



He who lives by the ad dies by the ad. In case you haven't heard, yuppies and the conspicuous consumption they represent are heading for their great reward—in a Volvo or BMW, of course. The people labeled yuppies are still around, of course; it's just the label that's moribund; greed, materialism, and overachievement have become infra dig.

But if you fancy labels, not to worry. The trend to so-called mature markets has produced two nifties (no, "nifty" is not a label). The first is *luckies*. According to Ogilvy & Mather, the luckies are people 50-64 years old whose financial expectations, formed by the depression and World War II, have been exceeded. In other words, they're much better off than they'd ever thought they'd be, and they're looking to spend what they have and enjoy themselves. *Savvies*, on the other hand, are 65 and over, and earned their livings during the depression and Second World War; they know what that period was like, so are wary consumers. Advertising, we're told, fails for both groups. The luckies feel ignored—they don't want products for "old people"; the savvies feel insulted by such ads as the "Where's the beef?" commercial for Wendy's.

If luckies and savvies aren't enough to satisfy your taste for labels, there are *nippers*, *ninnies*, and *nuppies*. These terms refer to different types of consumers who don't use coupons. According to Robert Cottrell of Clayton/Curtis/Cottrell in Boulder, CO, a nipper is a non-involved prior user, a ninnie a non-involved never user, and a nuppie a non-user yuppie. "The last is an especially promising group," Cottrell told me, "but first they have to get past certain situational contingencies." Like trading in the Volvo, no doubt.

Still not satisfied? All right, one more, this one for the connoisseurs among you. Know what you call a job seeker associated with one firm for his entire career who's disadvantaged because employers nowadays prefer candidates with experience with several firms? According to James Challenger, president of the outplacement consulting firm bearing his name, this poor bloke is a *tree hugger*. In another time, of course, what the tree hugger represented was known—and valued—as loyalty. And so it goes.

In our November issue, we identified IKEA, the Swedish home furnishings outfit, as a market innovator. Hardly an overstatement in light of its Christmas maneuver: renting 4,000 Canadian balsams for $10, plus a $10 deposit. The returned trees will be ground into garden mulch. Will it be used to mulch a future lot of Christmas trees? Well, why not?

If you're looking for the Business Executives' Dining Awards that are usually published in this issue, look no further. They're not here. But you'll get the full course in February. Not only a listing of the 100 top restaurants for business dining in the U.S., as chosen by the readers of *Sales & Marketing Management*, but also an introductory article by restaurant critic John Mariani commenting on readers' picks plus his own list of "best bets" for executive dining. Most appealing about John is that he doesn't natter on about things only another food critic would care about. Look for it in February. Until then . . .

Vogl

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:**
Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:**
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**READER INQUIRY:** Bristol Voss,
212-984-2241

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:**
Fern E. Greenberg
**PROMOTION MANAGER:**
Andrea Naso Nord
**ADVERTISING SALES DIRECTOR:**
Donald J. Kilmartin
**CIRCULATION DIRECTOR:**
William D. Kummel
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 1 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. *Postmaster*: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power*, *Survey of Buying Power—Part II*, *Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

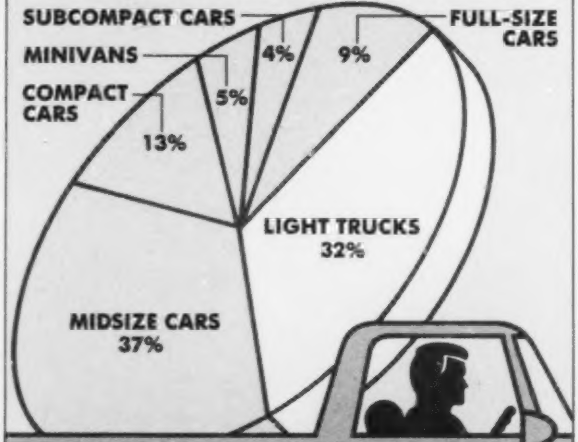
"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

# DEMOGRAPHICS IN ACTION

## ON THE ROAD AGAIN

### Trucks make inroads with fleets

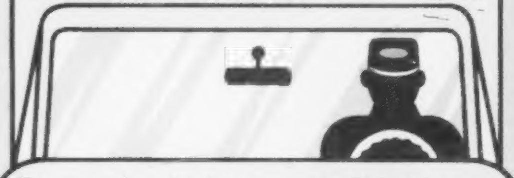


The National Association of Fleet Administrators (NAFA) reports that 44% of 1988 model year fleet purchases will be midsize cars, while 19% will be light trucks. This pattern of purchasing will undoubtedly alter the 37% share of the fleet market currently enjoyed by midsize autos, although light trucks should retain their second-place status.

SOURCE: NAFA, *1988 NEW CAR ACQUISITION SURVEY.*

### Moving costs move up slowly

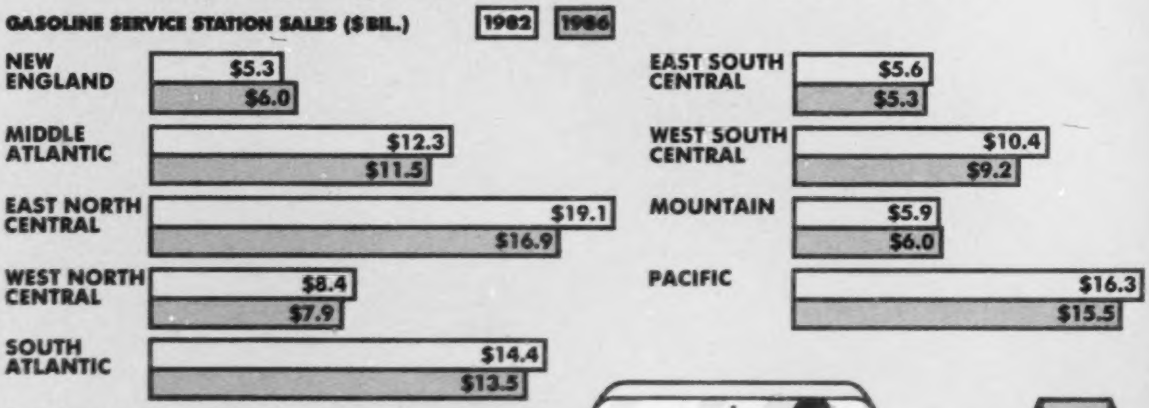
| | |
|---|---|
| **NEW YORK - MIAMI** | **$4,046** |
| **NEW YORK - LOS ANGELES** | **$6,757** |
| **LOS ANGELES - CHICAGO** | **$5,721** |
| **CHICAGO - NEW YORK** | **$3,284** |
| **HOUSTON - NEW YORK** | **$4,641** |
| **HOUSTON - LOS ANGELES** | **$4,453** |



The cost of moving between major U.S. cities rose at an average rate of 3.5% between 1986 and 1987, compared with a 7.5% cost increase the year before. The dollar figures here are based on an average move of 8,000 lbs. and do not include container, packing, or unpacking charges.

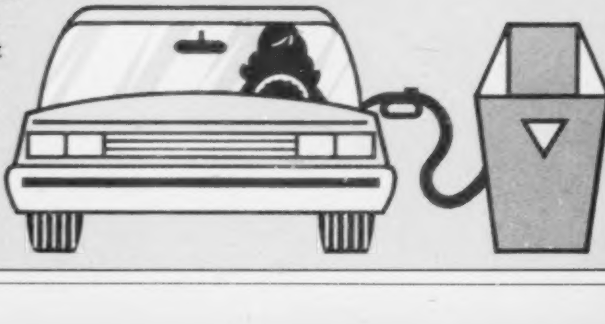
SOURCE: SALES & MARKETING MANAGEMENT'S *1988 SURVEY OF SELLING COSTS.*

### Panic at the pump: Regional service station sales, 1982 & 1986



Retail sales in gasoline service stations—a category that also includes such items as tires, batteries, and other automotive accessories sold by service stations—show declines in all but two regions between 1982 and 1986. Losses were heaviest in the East North Central states, where sales fell by $2.2 billion, followed by the West South Central region, with a $1.2 billion decline.

SOURCE: SALES & MARKETING MANAGEMENT'S *1987 SURVEY OF BUYING POWER DATA SERVICE.*



RETAILING

## MULLING THE FUTURE OF MALLS

Sometime next summer Value Properties will reopen its 148,000 sq. ft. Mahopac Outlet Mall in New York's Putnam County complete with a new neocolonial look. Mark Ellman, senior vice president, hopes to include among his tenants a department store and restaurants. His target market: upscale employees who work nearby at the new offices IBM and PepsiCo have set up.

The $2.5 million renovation was necessary because of serious problems with the original mall, which opened in 1973: Its three anchors, all major department stores, closed when the chains they were a part of went bankrupt; as a consequence, adjoining retailers suffered because they could not draw enough customers on their own. In addition, Value Properties introduced a discount center, which hurt the mall's image.

A just-published study of the nation's 27,500 regional malls by Equitable Real Estate Management, New York City, concludes that, like Mahopac, malls will be compelled to change if they want to keep up with demographics and and consumer buying habits. Some of the changes:

- Malls will do more business at night as more women take jobs. Also, as the population grows older, marketing, merchandising, and decor will have to be geared to these older, more sophisticated shoppers.
- Although department stores will not disappear from malls, they will lose some of their importance as anchors. Tomorrow's malls will be dominated by specialty stores, particularly those belonging to chains, such as The Limited. Some of these will act as "destination stores," attracting the public to the mall just as department stores used to.
- Malls will include more service retailers—a day-care service for mothers who work, for example.
- The Equitable study says that retailers whose per-square-foot profit margins are low, such as Woolworth, small, family-owned department stores, and supermarkets, will be forced out, their place taken by specialty stores and boutiques.
- Super-malls like the 5.5 million sq. ft. West Edmonton Mall in British Columbia will be the exception; tomorrow's mall will be "modest in size," in keeping with today's trend—from 1981 to 1985, only 14 malls of 400,000 sq. ft. or more were built vs. 30 in the 1971-75 period.

Equitable's predictions could get their first test soon. At press time, Gimbel's last department store, which is in Pittsburgh's Century III Mall, was slated to close for good, which would leave J.C. Penney, Sears, Joseph Hornes, and Kaufmann's as anchors. Will the main tenant be another department store or, as the Equitable study suggests, a series of specialty shops and boutiques? A spokeswoman for the mall's owner, Edward J. DeBartolo Corp., Youngstown, OH, refused to say.

MARKETS

## WORK-AT-HOME POTENTIAL BOOMS

According to the latest market study by the ESU Telework Group of LINK Resources, a New York City research firm, 31.1 million householders expressed an interest in working at home. Research director Thomas E. Miller says this figure "shows the market's immense potential and indicates that at-home workstyles could one day impact three out of every five households, or over half the U.S. employed work force." The current 16 million households, with 23.1 million active homeworkers, grows 6.9% a year, he adds.

LIFESTYLES

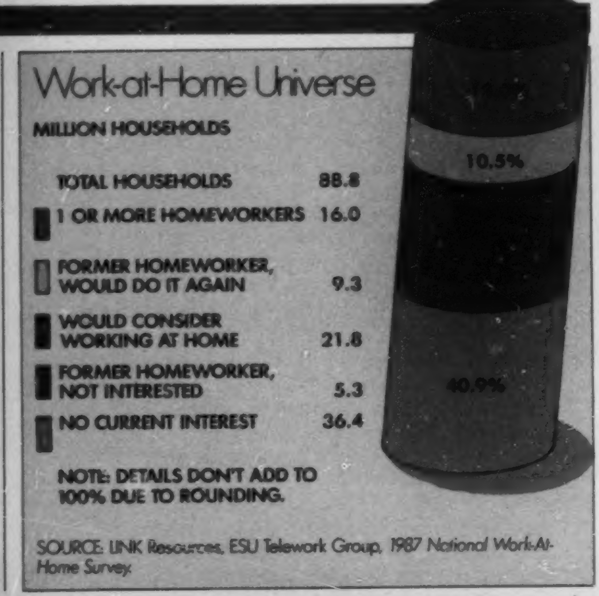
## MAKING LIGHT OF THE DARK SIDE

Unlike previous generations, today's teenagers defy trends and prefer to juggle their own wild, often eerie, fashions. "The look of the eighties will be a mixture of punk and Road Warrior," says Irma Zandl, whose Manhattan youth marketing firm, Xtreme, Inc., monitors the future by talking to the youngsters themselves. Their penchant for skulls and black garb shows a fascination for the dark side of life, she says, noting that it probably stems from heavy-metal and mope-rock music plus another, albeit mundane, cause: "It's meant to irritate their parents, but that's hard to do, since their parents came out of the 1960s."

Shown here are two of Zandl's friends, art student Rose Marie Guerra, 15, and skateboarder Spencer Weisbond, 17, wearing what they feel like. Don't strain to detect hidden meanings in their style. They could come up with a different wardrobe next week. In a year, though, items like these may move from *xtreme* to mainstream. Are you ready?

Cap worn backward.
Black skulls on white shirt.
Bracelets (imported Rasta and domestic auto gaskets).
Fingerless gloves.
Black "butt bag" for necessities.
Torn chinos.
Home-engineered plywood skateboard.
Two-tone sneakers.

PHOTOGRAPH BY NICK PASMORE



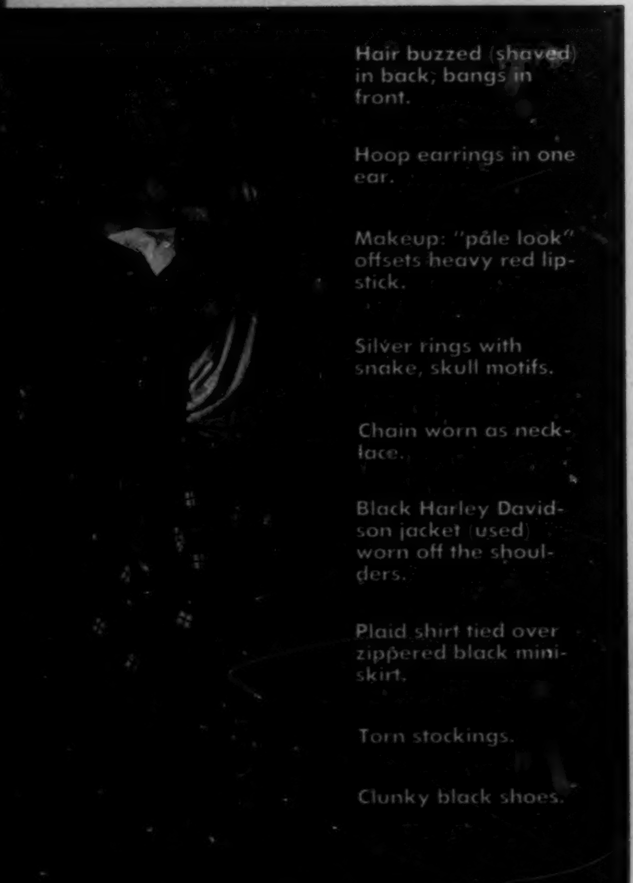
**Work-at-Home Universe**

MILLION HOUSEHOLDS

| | |
|---|---|
| TOTAL HOUSEHOLDS | 88.8 |
| ▮ 1 OR MORE HOMEWORKERS | 16.0 |
| ▯ FORMER HOMEWORKER, WOULD DO IT AGAIN | 9.3 |
| ▮ WOULD CONSIDER WORKING AT HOME | 21.8 |
| ▮ FORMER HOMEWORKER, NOT INTERESTED | 5.3 |
| ▮ NO CURRENT INTEREST | 36.4 |

NOTE: DETAILS DON'T ADD TO 100% DUE TO ROUNDING.

SOURCE: LINK Resources, ESU Telework Group, 1987 National Work-At-Home Survey.


Hair buzzed (shaved) in back; bangs in front.
Hoop earrings in one ear.
Makeup: "pâle look" offsets heavy red lipstick.
Silver rings with snake, skull motifs.
Chain worn as necklace.
Black Harley Davidson jacket (used) worn off the shoulders.
Plaid shirt tied over zippered black miniskirt.
Torn stockings.
Clunky black shoes.

INCENTIVES

## CONTEST CONUNDRUM

If you run regular incentive contests for your sales force, but aren't sure exactly why, you're not alone.

In a new survey of the incentive practices of 254 sales and marketing executives at companies large and small, less than half the respondents said they thought their sales force contests were effective or very effective in achieving set goals. Yet 72% said they planned to promote contests at their current levels in 1988.

Why such a vote of confidence on such a lack of faith? "We called some of the respondents and asked them that, and the standard response was, 'What's the alternative?' " says Jerry Colletti, president of The Alexander Group, the New York City compensation consultant that conducted the study. "Incentive contests become part of the culture of sales forces. So even if they're not working, managers say, 'We can't get rid of them because we'll get a negative reaction from the salespeople.' "

Another reason for the relatively low effectiveness rating is that too many sales managers either misunderstand or misuse incentives. Cost should not be a factor in running a contest because awards should be tied directly to incremental sales. Yet, of the 81% of respondents who said they budgeted at all for sales contests, only 22% said they funded their programs by sales increases. Fully 56% said their allocation of funds for incentive awards was "discretionary."

"We were amazed by that," says Colletti. "We even had one guy tell us that he used his incentive program as a way of filling in compensation for his salespeople when they weren't making their commissions. That shows his problem is a weak compensation plan."

One more enigma uncovered by The Alexander Group's study: Recognition programs got a higher effectiveness rating (54%) than contests, yet they are employed by only 58% of incentive users in the survey. The most logical explanation for this is that recognition programs are not one-shot deals and require long-term commitments and involvement of top executives.

Other key findings:

- Three or less contests per year is the prevalent practice. More than half the sample run contests concurrently during the year.
- Cash or cash equivalent awards outpace the use of travel and merchandise except at companies with sales forces of 200 or more, which use all three award types in equal proportions.
- Recognition programs are a relatively new phenomenon. Sales executives whose companies offer them say their programs are six years old or less.
- Contest designs do not differ that much based on the size of the sales force.

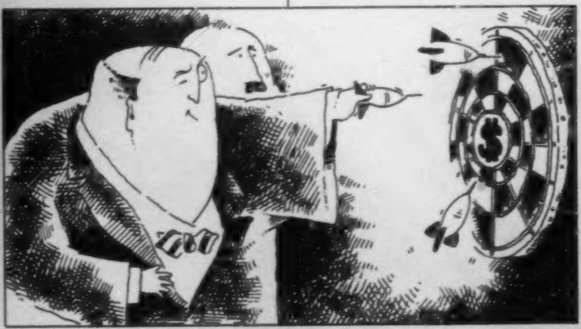


ILLUSTRATION BY GEORGE THOMPSON

# WHERE CONSUMERS SPEND THEIR MONEY

## Looking for a stable marketing environment? There's great news from the Great Plains.

[illegible]

In the nation's newest growth markets, places like Charlotte, Phoenix, and Atlanta, it's getting so you can't swing a cat without hitting a fast-food franchise or a discount department store. Everywhere you look, there's another burger joint or convenience store setting up shop, transforming the once-picturesque landscape into a screaming nightmare of plastic, neon, and parking lots.

On the surface, the reason businesses are flocking to these Sunbelt cities, like so many migrating geese, is a belief that healthy increases in population mean a similarly healthy environment for retailers. This line of thinking is at least partly supported by bottom-line retail sales figures, which show that the South and West pull down just over 54% of all sales nationwide, while the Northeast and North Central states account for slightly less than 46%.

Looking at spending in this very general way, one might assume that the common wisdom of "more people equals more money" is correct as it relates to the Sunbelt. However, marketers should be aware that behind these numbers lie wages, salaries, and disposable incomes that are generally lower than those in the rest of the country, which, when coupled with the fact that today's consumer has about 20% less real income to spend than he did 10 years ago (after adjusting for inflation), makes for an economic situation that is less stable than most of us have been led to believe.

In order to get a better feel for what's really happening to today's scarcer consumer dollars, data from S&MM's *Survey of Buying Power* have been used to construct two relative indicators—the Sales-to-Income (S/I) Index and the Store Group-to-Total Sales (S/T) Index. These regional rankings examine changes in what (the kinds of products) and where (the specific store types) people are buying, with each region's performance between 1976 and 1986 converted to a ratio of the U.S. average (see box).

As far as the South and West are concerned, statistics on spending in key areas show a pattern of higher losses and smaller gains over the last 10 years, illustrated by the below-average performance of the Pacific and West South Central regions on the S/I and S/T Indexes. On the other hand, the New England and Middle Atlantic regions—part of the long-suffering Northeast—show above-average performance in spending, lending support to the argument that these regions are finally back on track economically.

Most surprising of all, however, are the numbers showing that the West North Central states—Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota—have recorded the smallest losses and second-largest gains in spending since 1976, making this the region with the best overall performance in the S/I and S/T Index rankings. In an attempt to find out why this region has done so well in recent years, S&MM presented these findings to a panel of regional economists and planners, discovering in the process that the question was more easily asked than answered.

"I'm at a loss to explain it," said Steve Thorp, a transportation and economic development specialist with the Great Lakes Commission. "Certainly it's not that surprising to find out that the Northeast did so well, since the economy there isn't so dependent on a single industry. But the fact that the West North Central states ranked so high seems hard to fathom."

Mike Stutzer, a regional economist at the Federal Reserve Bank of Minneapolis, echoed Thorp's senti-

## What the Data Indicate

Using data from Sales & Marketing Management's *1977* and *1987 Survey of Buying Power*, two relative indicators of market performance have been constructed that show 10-year fluctuations in spending for the nine regions of the U.S. These indicators—the Sales-to-Income Index (Table 1) and the Store Group-to-Total Sales Index (Table 2)—convert data on spending in six major merchandise lines and six retail store groups into an overall figure showing how regional spending stacks up against that for the U.S. as a whole. Briefly, these indexes are calculated by averaging the six percentage change figures for each region listed in Tables 3 and 4 (Sales-to-Income Ratios and Store Group-to-Total Sales Ratios) and dividing them by a similar U.S. average, which gives us a number above or below the U.S. average, or 100 on the index scale.

As to how one interprets these figures, we can see from the S/I Ratios in Table 3 that the share of income spent on six different types of products has declined in all but one category—Drugs, Health & Beauty Aids. What this means is that when the six percentage of change figures for merchandise lines are averaged together, the resulting regional totals will all be expressed as losses. Hence, the Sales-to-Income Index is inverted, with a number below 100 indicating declines in merchandise line sales that were less severe than those for the U.S. as a whole.

Regional S/T Ratios (Table 4), on the other hand, show overall gains in store group sales for all nine regions, with the resulting S/T Index interpreted exactly the opposite from the S/I Index. Here, regions indexing *above* 100 show above-average performance over the last decade, while those below 100 had net gains smaller than the average U.S. increase of 1.4%.

TABLE 1

### The Sales-to-Income Index

| REGION | S/I INDEX |
|---|---|
| WEST NORTH CENTRAL | 48 |
| NEW ENGLAND | 62 |
| MIDDLE ATLANTIC | 76 |
| MOUNTAIN | 97 |
| U.S. AVERAGE | 100 |
| EAST NORTH CENTRAL | 100 |
| EAST SOUTH CENTRAL | 117 |
| PACIFIC | 121 |
| SOUTH ATLANTIC | 148 |
| WEST SOUTH CENTRAL | 152 |

TABLE 2

### The Store Group-to-Total Sales Index

| REGION | S/T INDEX |
|---|---|
| EAST SOUTH CENTRAL | 465 |
| WEST NORTH CENTRAL | 275 |
| SOUTH ATLANTIC | 189 |
| NEW ENGLAND | 143 |
| MIDDLE ATLANTIC | 136 |
| MOUNTAIN | 103 |
| U.S. AVERAGE | 100 |
| PACIFIC | 57 |
| EAST NORTH CENTRAL | 36 |
| WEST SOUTH CENTRAL | 36 |

TABLE 3

## Sales-to-Income Ratios: Comparative Data for Merchandise Lines, 1976 & 1986

**PERCENTAGE OF TOTAL EBI ALLOCATED TO MERCHANDISE LINES**

| REGION | GROCERIES 1976 | GROCERIES 1986 | % CHG. | DRUGS, HEALTH & BEAUTY AIDS 1976 | DRUGS, HEALTH & BEAUTY AIDS 1986 | % CHG. | WOMEN'S & GIRLS' CLOTHING 1976 | WOMEN'S & GIRLS' CLOTHING 1986 | % CHG. |
|---|---|---|---|---|---|---|---|---|---|
| New England | 10.8% | 9.5% | −1.3 | 1.2% | 1.7% | +0.5 | 3.3% | 2.9% | −0.4 |
| Middle Atlantic | 9.8% | 8.2% | −1.6 | 1.1% | 1.8% | +0.7 | 3.4% | 2.8% | −0.6 |
| East North Central | 10.3% | 8.2% | −2.1 | 1.2% | 2.0% | +0.8 | 3.2% | 2.6% | −0.6 |
| West North Central | 9.2% | 8.8% | −0.4 | 1.2% | 1.9% | +0.7 | 2.9% | 2.4% | −0.5 |
| South Atlantic | 10.8% | 8.1% | −2.7 | 1.6% | 2.0% | +0.4 | 3.4% | 2.7% | −0.7 |
| East South Central | 11.9% | 9.6% | −2.3 | 1.6% | 2.5% | +0.9 | 3.4% | 2.8% | −0.6 |
| West South Central | 11.6% | 8.8% | −2.8 | 1.7% | 2.1% | +0.4 | 3.5% | 2.8% | −0.7 |
| Mountain | 11.2% | 9.1% | −2.1 | 1.4% | 2.2% | +0.8 | 3.0% | 2.6% | −0.4 |
| Pacific | 10.7% | 7.8% | −2.9 | 1.3% | 1.9% | +0.6 | 3.0% | 2.6% | −0.4 |
| **U.S. Totals** | **10.5%** | **8.4%** | **−2.1** | **1.3%** | **2.0%** | **+0.7** | **3.2%** | **2.7%** | **−0.5** |

| REGION | MEN'S & BOYS' CLOTHING 1976 | MEN'S & BOYS' CLOTHING 1986 | % CHG. | FOOTWEAR 1976 | FOOTWEAR 1986 | % CHG. | HOUSEHOLD APPLIANCES 1976 | HOUSEHOLD APPLIANCES 1986 | % CHG. |
|---|---|---|---|---|---|---|---|---|---|
| New England | 1.8% | 1.5% | −0.3 | 0.9% | 0.8% | −0.1 | 0.8% | 0.6% | −0.2 |
| Middle Atlantic | 1.8% | 1.4% | −0.4 | 0.9% | 0.8% | −0.1 | 0.7% | 0.5% | −0.2 |
| East North Central | 1.8% | 1.3% | −0.5 | 0.9% | 0.7% | −0.2 | 0.9% | 0.5% | −0.4 |
| West North Central | 1.9% | 1.3% | −0.6 | 0.9% | 0.6% | −0.3 | 0.9% | 0.6% | −0.3 |
| South Atlantic | 2.0% | 1.3% | −0.7 | 1.0% | 0.8% | −0.2 | 1.1% | 0.7% | −0.4 |
| East South Central | 2.0% | 1.4% | −0.6 | 1.1% | 0.8% | −0.3 | 1.2% | 0.7% | −0.5 |
| West South Central | 2.1% | 1.5% | −0.6 | 1.1% | 0.9% | −0.2 | 1.2% | 0.7% | −0.5 |
| Mountain | 1.9% | 1.4% | −0.5 | 0.9% | 0.8% | −0.1 | 1.1% | 0.6% | −0.5 |
| Pacific | 1.8% | 1.4% | −0.4 | 0.9% | 0.8% | −0.1 | 0.8% | 0.5% | −0.3 |
| **U.S. Totals** | **1.9%** | **1.4%** | **−0.5** | **1.0%** | **0.8%** | **−0.2** | **0.9%** | **0.6%** | **−0.3** |

TABLE 4

## Store Group-to-Total Sales Ratios: Comparative Data for Store Groups, 1976 & 1986

**STORE GROUP SALES AS A PERCENTAGE OF TOTAL RETAIL SALES**

| REGION | FOOD STORES 1976 | FOOD STORES 1986 | % CHG. | EATING & DRINKING 1976 | EATING & DRINKING 1986 | % CHG. | GENERAL MERCH. STORES 1976 | GENERAL MERCH. STORES 1986 | % CHG. |
|---|---|---|---|---|---|---|---|---|---|
| New England | 21.8% | 20.2% | −1.6 | 8.5% | 10.8% | +2.3 | 13.6% | 10.4% | −3.2 |
| Middle Atlantic | 22.8% | 21.4% | −1.4 | 8.2% | 9.4% | +1.2 | 14.6% | 10.8% | −3.8 |
| East North Central | 21.2% | 19.0% | −2.2 | 9.2% | 9.7% | +0.5 | 14.7% | 12.5% | −2.2 |
| West North Central | 19.2% | 20.4% | +1.2 | 8.7% | 8.6% | −0.1 | 14.7% | 12.4% | −2.3 |
| South Atlantic | 21.4% | 19.5% | −1.9 | 8.1% | 9.4% | +1.3 | 14.8% | 11.2% | −3.6 |
| East South Central | 23.7% | 21.7% | −2.0 | 6.4% | 8.5% | +2.1 | 14.9% | 12.9% | −2.0 |
| West South Central | 22.9% | 22.1% | −0.8 | 7.5% | 10.1% | +2.6 | 13.6% | 12.1% | −1.5 |
| Mountain | 21.0% | 22.3% | +1.3 | 8.5% | 10.3% | +1.8 | 12.8% | 11.0% | −1.8 |
| Pacific | 22.7% | 20.2% | −2.5 | 10.3% | 10.9% | +0.6 | 13.7% | 11.2% | −2.5 |
| **U.S. Totals** | **21.9%** | **20.5%** | **−1.4** | **8.6%** | **9.8%** | **+1.2** | **14.3%** | **11.6%** | **−2.7** |

| REGION | FURNITURE & APPLIANCE STORES 1976 | FURNITURE & APPLIANCE STORES 1986 | % CHG. | AUTOMOTIVE DEALERS 1976 | AUTOMOTIVE DEALERS 1986 | % CHG. | DRUGSTORES 1976 | DRUGSTORES 1986 | % CHG. |
|---|---|---|---|---|---|---|---|---|---|
| New England | 4.7% | 4.2% | −0.5 | 16.7% | 21.5% | +4.8 | 2.7% | 2.9% | +0.2 |
| Middle Atlantic | 5.3% | 5.9% | +0.6 | 15.9% | 20.6% | +4.7 | 3.0% | 3.6% | +0.6 |
| East North Central | 5.1% | 5.0% | −0.1 | 19.9% | 23.4% | +3.5 | 3.1% | 4.1% | +1.0 |
| West North Central | 4.7% | 4.4% | −0.3 | 20.4% | 25.1% | +4.7 | 2.8% | 2.8% | N.C. |
| South Atlantic | 5.9% | 5.6% | −0.3 | 18.9% | 25.6% | +6.7 | 3.6% | 3.6% | N.C. |
| East South Central | 4.7% | 4.9% | +0.2 | 20.3% | 24.2% | +3.9 | 3.3% | 4.0% | +0.7 |
| West South Central | 5.2% | 5.0% | −0.2 | 20.4% | 21.2% | +0.8 | 3.1% | 2.7% | −0.4 |
| Mountain | 5.4% | 5.4% | N.C. | 19.9% | 20.0% | +0.1 | 3.5% | 3.3% | −0.2 |
| Pacific | 5.3% | 5.5% | +0.2 | 17.4% | 22.7% | +5.3 | 3.9% | 3.6% | −0.3 |
| **U.S. Totals** | **5.3%** | **5.2%** | **−0.1** | **18.7%** | **22.9%** | **+4.2** | **3.3%** | **3.5%** | **+0.2** |

*Source: Sales & Marketing Management's 1977 and 1978 Survey of Buying Power.* © Sales & Marketing Management ments, although he did say that the West North Central region's stellar performance might have something to do with recent changes in the retail complexion of that part of the country.

"I think one of the things that has happened in this area is that the small-town, main-street type of retailer has dried up," he said. "There's been a real 'malling-over' of this section of the country in recent years, and I'm wondering whether that kind of trend might be what's reflected in these numbers."

Stutzer's explanation of increased spending in larger stores is at least partly supported by *Survey of Buying Power* data showing a rise in the share of sales accounted for by six major retail store groups—up from 70% to 74% of total retail sales between 1976 and 1986. In addition, the *Survey*'s Sales Activity Index, a figure that measures per-capita retail sales against those for the U.S. as a whole, shows that the West North Central region's ratio has risen since 1976, one of only four regions where this is the case. On top of that, four of the remaining five regions that posted declines in this index were located in the South and West, indicating that things may finally be turning around for states outside of the Sunbelt.

Looking at data in other areas, the West North Central states also post respectable numbers for median household income, where current statistics show 13 of the top 100 metro areas located in this region. And while this 13% figure may not seem like a major share of the nation's top-earning metros, it should be pointed out that only 3 other regions have more than 13 metros in the top 100 rankings—the Middle Atlantic and Pacific regions, which have 16 and 15 metros apiece, and the East North Central region, which places no fewer than 25 in the top 100. In addition, average household income projections for 1991 show that 32 of the top 50 metros (64%) will be located in either the Northeast or North Central states, with 8 of these metros inside the boundaries of the West North Central region itself.

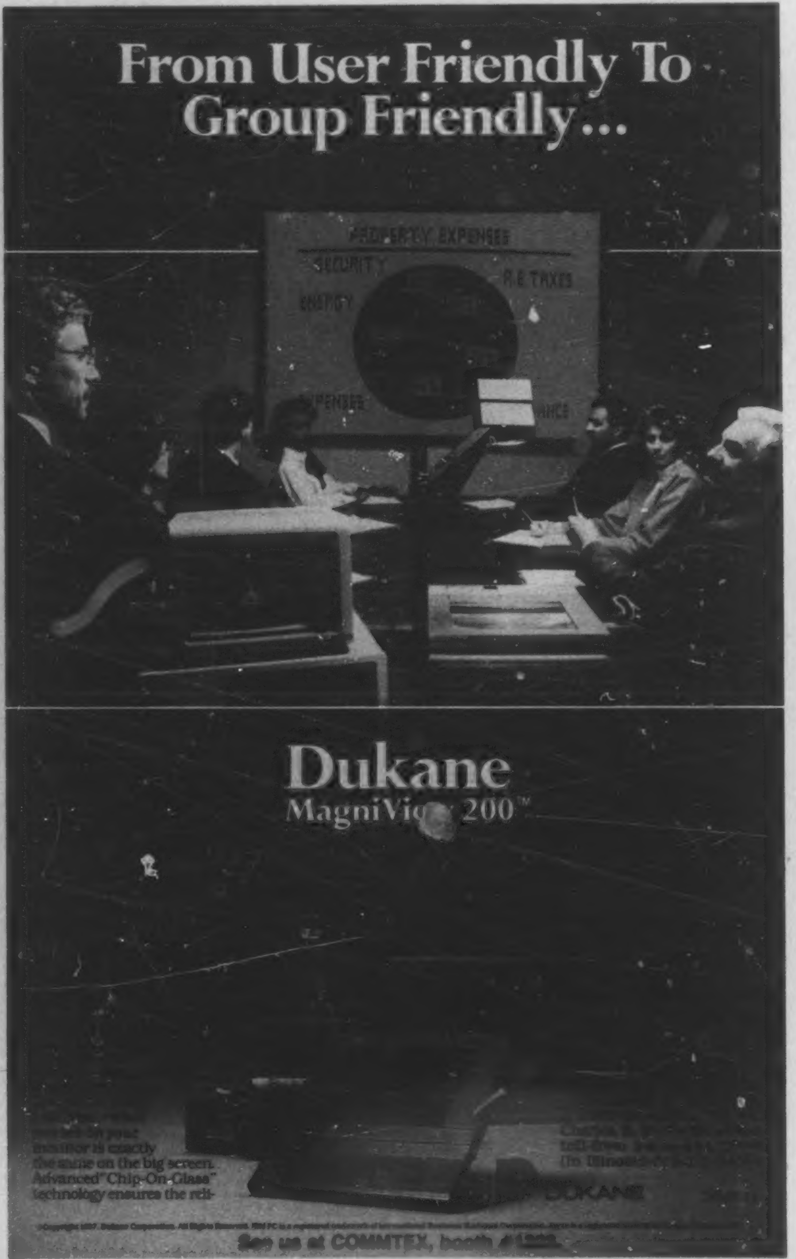
### INCOME AND OUTCOME

The question of how these higher household income figures might relate to the performance of the West North Central region was put to Charles Bartsch of the Northeast-Midwest Institute, a Washington, DC-based organization that maintains information on a broad list of economic and social trends affecting these states. Like Thorp and Stutzer, Bartsch says that he was also surprised by the data, particularly since higher regional incomes are usually eaten up by similarly higher costs of food, housing, and transportation.

"I wouldn't have expected this kind of result," he said, "because, while I know that people typically earn more in this region, I'm not sure this translates into a higher level of disposable income."

When asked about data that show increased spending in food stores against a decline in eating and drinking place sales for this region—an inversion of the nationwide trend—Bartsch confessed that he was again somewhat baffled. "All I can tell you is that with the recent crisis in the farm sector, this trend toward higher food sales may indicate that people just don't have the luxury of eating out as much as they might in some other regions."

In response to this same question, Mike Stutzer offered what he called his "time-lag" theory of food economics: "If it's a choice between food at home and food away from home, then I'd have to say that we've been somewhat



monitor is exactly the same on the big screen. Advanced "Chip-On-Glass" technology ensures the reli-

See us at COMMTEX, booth #1222.

Circle No. 131 on Reader Service Card

slower in latching on to the national trend toward eating out more," he said. "But recently—and here I'm talking about since 1983 or so—we've had a lot of growth in the number of secondary wage earners and two-income households, which means that ultimately we'll see the same kind of numbers in this region as we're currently seeing in the rest of the country in terms of food away from home."

Another interpretation of the data showing increases in the share of retail sales accounted for by food stores came from John Seltzer, manager of corporate planning for Super Valu Stores, a major midwestern food wholesaler.

"The only thing that immediately comes to mind," he said, "is that we have a relatively homogeneous population here, and I think you'll find less ethnic diversity, which in my mind tends to support the business of the larger chain stores. By this I mean that someone who's marketing in, say, Southern California, who has to deal with large numbers of Orientals and Hispanics and other immigrant populations, just can't effectively deal with the multiple marketing necessary to reach all these people. If I were opening a store, I would say I'd probably do better in an area where everybody that my chain services is the same, because I could use the same merchandising."

### HORACE GREELEY REVISITED

Having made our case for recognition of the West North Central region as the nation's premier retail market, let's go back and look at the facts to see if these conclusions hold up.

Naturally, the strongest evidence is offered by the statistics on regional performance, which reveal a pattern of smaller losses and larger gains for this region across the six merchandise lines and six store groups charted. Supporting these findings, we have the data showing that major store group sales in West North Central metros are up over the last 10 years, which tends to refute claims that this region is something of an also-ran in retailing circles. In addition, the above-average performance of these metros in the areas of median household income and projected income show that prospects for this region are good and getting better.

As for the interpretations offered by Thorp, Stutzer, Bartsch, and Seltzer, the most solid explanations for the region's impressive performance seem to be those dealing with the makeup of the population and the region's changing retail complexion. Seltzer's appraisal of homogeneity was roundly embraced by all as a possible contributing factor, while the region's propensity toward increased spending in larger stores (and in food at home vs. food away from home) was touched on by both Stutzer and Bartsch. And while their explanations may not fully account for the region's performance, that performance is nonetheless supported by the data at hand.

Either way, the point has been made and the facts laid out, so in the words of Horace Greeley (with a nod to the data at hand): "Go West—and North—and Central—young man." ☐

## Survey**Datafact**

**BUDGET BUNKS**

Of the nation's largest budget motel chains, Best Western's 172,519 rooms makes it the biggest of the big.

SOURCE: S&MM'S 1988 SURVEY OF SELLING COSTS.

*Halekulani. AAA Five Diamond, Fisher Five Star elegance, softly stated and internationally acclaimed:*

*Service: gracious, prompt and polished. Guest rooms and suites with fresh flowers, deep soaking tubs and lounging robes. Four function rooms and a Grand Ballroom in rich teak. Exemplary cuisine. And an Account Service Manager to orchestrate your conference of ten to 450.*

♦♦♦♦♦ Halekulani ★★★★★
On the Beach at Waikiki

*Call your travel planner or Halekulani Director of Sales,* 808-923-2311, 2199 Kalia Road, Honolulu, Hawaii 96815. *Telex:* 8382 HALE HR. *Cable:* HALEKULANI HAWAII.
one of *The Leading Hotels of the World*® 800-223-1230 *or* 212-751-8951 *collect.*

Circle No. 129 on Reader Service Card

"a quota that would choke a horse," she rues. She hopes that the PC will help her emulate last year's achievements "by freeing more time for revenue-producing activities. If I can use C.A.T. to minimize the time spent on routine matters, I'll have more hours available to close more sales."

## HI-TECH'S SPLIT PERSONALITY ON MARKETING

Marketing is far from universally accepted among hi-tech firms, according to *High-Tech Marketing* magazine's second annual survey of marketing budgets. Compared to the 6.2% of sales allocated to marketing by hardware outfits, software and services companies spend half again as much: 9.9% and 9.7%, respectively.

The contrast, says publisher Robert J. Dowling, stems from the fact that "software companies early on recognized they are selling solutions and have to market them. Hardware companies are still dominated by engineers who think in terms of iron, or product." Software companies are especially heavy spenders in the sales area (see tables).

### Hi-tech Marketing as a Percent of Sales,

| | HARDWARE COMPANIES | SOFTWARE COMPANIES | SERVICES COMPANIES |
|---|---|---|---|
| **Sales force** | 4.5% | 8.3% | 6.1% |
| **Advertising** | 0.7 | 0.7 | 1.2 |
| **Promotion/public relations** | 0.6 | 0.5 | 0.9 |
| **Direct mail/telemarketing** | 0.3 | 0.3 | 1.3 |
| **Marketing research** | 0.1 | 0.1 | 0.2 |
| **Total** | **6.2%** | **9.9%** | **9.7%** |

### and Where the Marketing Dollar Goes

| | HARDWARE COMPANIES | SOFTWARE COMPANIES | SERVICES COMPANIES |
|---|---|---|---|
| **Sales force** | 73.9% | 83.6% | 62.9% |
| **Advertising** | 10.7 | 7.5 | 12.2 |
| **Promotion/public relations** | 9.2 | 5.4 | 9.3 |
| **Direct mail/telemarketing** | 4.1 | 2.7 | 12.9 |
| **Market research** | 2.1 | 0.8 | 2.5 |

SOURCE: *HIGH-TECH MARKETING.*

When percentages for the three types of companies are averaged, they show that hi-tech marketing efforts siphon 8.6% of the sales dollar; 6.3% goes to the sales force, which is probably a higher proportion than most industrial companies spend on their sales forces. In fact, in 1986 a McGraw-Hill survey of industrial goods companies found that marketing represented 8.9% of the sales dollar, with direct selling accounting for 5.9%.

smart channels

FREE NO-RISK TRIAL OFFER!

SMART CHANNELS,® the marketing magazine-on-a-disk. Your new single source for the latest information on today's electronic marketing technologies. SMART CHANNELS turns your PC into a powerful marketing resource that gives you "hands on" experience with the newest electronic sales and marketing tools.

Subscribe now, without risk or obligation, at the limited time charter rate of just $190 for six bimonthly issues. Your first SMART CHANNELS disk will be sent to you to use FREE for 30 days. If you're not satisfied, tell us to cancel within 30 days and receive a prompt refund of the full amount. You may cancel at any time thereafter and receive a full refund on all unmailed issues.

To reserve your subscription, send a check to SMART CHANNELS, 4 MAPLE STREET, SUITE 2A, QUINCY, MA 02169. Or charge SMART CHANNELS TO YOUR VISA OR MASTERCARD. CALL **1-800-338-4359** TODAY! (In MA, 617-773-2340).

Circle No. 134 on Reader Service Card

C1200-1
3/8/88

# SALES & MARKETING MANAGEMENT

FEBRUARY 22, 1988 A BILL PUBLICATION THIRTY-FIVE DOLLARS

## 1988 SURVEY OF SELLING COSTS

SECTION I: METRO SALES COSTS

SECTION II: COMPENSATION

SECTION III: SALES MEETINGS & SALES TRAINING

SECTION IV: SALES SUPPORT & INCENTIVES

SECTION V: TRANSPORTATION

STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

## 1988 SURVEY OF SELLING COSTS
FEBRUARY 22, 1988

SECTION I
## METRO SALES COSTS

7 **MEASURING SALES CALL EFFICIENCY: CHICAGO VS. LOUISVILLE**
Not all sales territories are created equal. Here's how to make sure you're comparing operating costs in a way that's fair to all.

8 **S&MM'S U.S. SELLING COST INDEX**

9 **THE CANADIAN SELLING COST INDEX**

13 **PREPARING A SALES COSTS BUDGET**
A handy worksheet for charting field sales expenditures.

**STATISTICAL TABLES**
**I-1–I-5** Sales Call Efficiency Data; **I-6–I-9** Cost-Per-Call Data; **I-10** Selling Costs in 86 Major U.S. Markets; **I-11** Selling Costs in Major Canadian Markets

SECTION II
## COMPENSATION

33 **HOW MUCH DO YOU REALLY SPEND ON SALES?**
A look at how your salespeople spend their time.

**STATISTICAL TABLES**
**II-1** Salespeople's Average Annual Compensation; **II-2** Compensation for Sales Support Personnel; **II-3** Salespeople's Average 1987 Compensation; **II-4** Total Selling Expenses for Selected Industries; **II-5** Starting Salaries of Trainees with College Degrees; **II-6** Starting Salaries of College Graduates to be Hired; **II-7** Starting Salaries of MBA Graduates Entering Marketing

SECTION III
## SALES MEETINGS AND SALES TRAINING

47 **THE SALES MEETING BUDGET: A TALE OF THREE CITIES**
An examination of meeting costs for different locations.

**STATISTICAL TABLES**
**III-1** Average Cost of Sales Training; **III-2** Sites Most Frequently Used for Sales Training; **III-3** Length of Training Period for New Salespeople; **III-4** Sales Meeting Costs; **III-5** Selected Conference Centers; **III-6** Selected Airport Hotels; **III-7** Selected Resort Hotels; **III-8** Selected Budget Motel Chains

SECTION IV
## SALES SUPPORT AND INCENTIVES

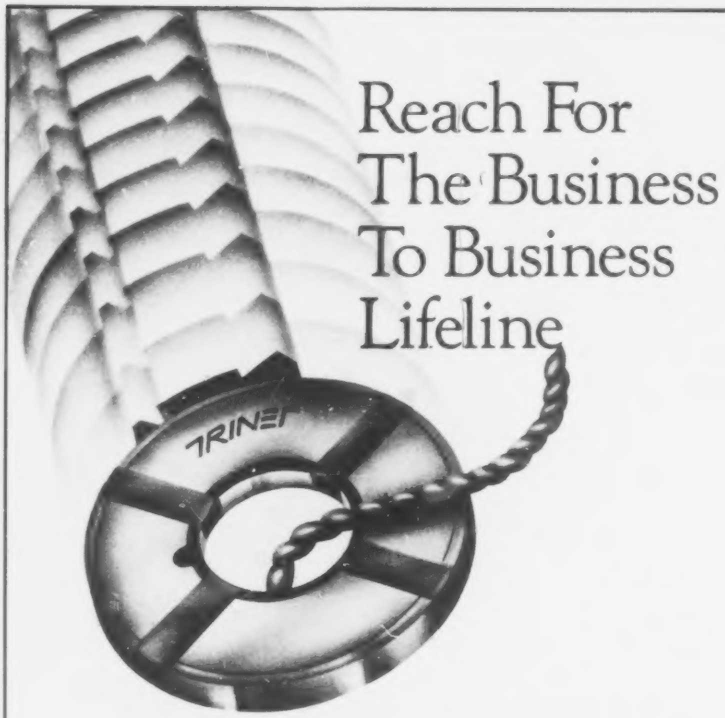
[illegible] **INCENTIVE TRAVEL SURVEY**
A look at the incentive industry from the inside out.

**STATISTICAL TABLES**
**IV-1** Expected Increases in Exhibition Costs; **IV-2** Typical Trade Show Exhibit Costs; **IV-3** A-V Equipment Purchase and Rental Costs; **IV-4** Estimated Advertising Percentages in Selected Industries; **IV-5** Selected Incentive Travel Destinations

SECTION V
## TRANSPORTATION

79 **PERSONAL-USE CHARGEBACKS**
A look at the pros and cons of four programs.

**STATISTICAL TABLES**
**V-1** Projection of Fixed and Operating Costs in Selected Cities; **V-2** Projection of Fixed and Operating Costs for Selected 1988 Models; **V-3** Automobile Fleet Purchase Costs; **V-4** Intermediate and Compact Car Rental Rates; **V-5** Average Cost of Moving Between Selected Cities; **V-6** Airfares for the 25 Most Traveled Routes; **V-7** Average Cost of 15 Frequently Made Moves



1-800-FOR-DATA

Timely and accurate business information functions as a lifeline for today's sales and marketing executives. Without it, they sink. With it, they define goals and objectives, identify marketing opportunities and develop programs that will determine their company's future.

Trinet provides highly accurate, up-to-date business marketing information…Data Base products, telephone research, and consulting services.

Our Data Base products contain name, address, telephone number, SIC code, and employment data on virtually every business location in the U.S. Our Large Business File adds parent company linkages, executive names, sales, market share, and estimated consumption of hundreds of industrial products and services for 400,000 locations with 20 or more employees. Trinet Teleresearch makes a million calls per year to gather business marketing information. Trinet Consulting Services ties together our data, research, internal customer files, and other external information into actionable marketing and sales programs. Call Trinet for:

- Prospect Lists
- Market Analysis
- Market Research
- Sales Territory Plans
- Sales Leads
- Custom Data Bases

The information you need is waiting.

TRINET

Trinet Inc.
9 Campus Drive
Parsippany, NJ 07054
Telephone (201) 267-3600

SALES & MARKETING
MANAGEMENT

**EDITOR:** A.J. Vogl

**EDITORIAL DIRECTOR:** Richard Kern
**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**READER INQUIRY:** Bristol Voss, 212-984-2241

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 3 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power*, *Survey of Buying Power—Part II*, *Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

ABP ABC MPA

SECTION I

# METRO SALES COSTS

# MEASURING SALES CALL EFFICIENCY: CHICAGO VS. LOUISVILLE

## Not all sales territories are created equal. Here's how to make sure you're comparing operating costs in a way that's fair to all.

BY RICHARD KERN,
EDITORIAL DIRECTOR, S&MM SURVEYS

Data from Sales & Marketing Management's *Survey of Selling Costs* can be used to solve an infinite number of sales-related problems, particularly those that relate to the operations of salespeople in the field. One of these myriad uses involves the development of something called the **Sales Call Efficiency Index**, a measure that illustrates the relative effectiveness of salespeople assigned to territories with different cost characteristics.

In order to compare cost-per-call ratios from your various territories more fairly, it's important that the differences between local markets be examined in depth. Here, for example, we'll look at two different metro areas—Chicago (with above-average daily costs) and Louisville, KY (with below-average costs)—showing how the construction of an SCEI can help you better evaluate the performance of your salespeople in their individual markets.

First of all, some of the elements described in **Table I-5** must be computed, and the formulas you'll need to do this are diagrammed in **Tables I-1**, **2**, and **3**, followed by **Table I-4**, which contains territory concentration data. The various steps involved in gathering these statistics and building an SCEI are then explained briefly below:

**1. COMPUTING CALL PATTERNS (TABLE I-1).** Preliminary information on your salespeople's call patterns can be gathered either by totaling the number of calls listed on the salesperson's call reports (entered under Actual Calls Reported) or by multiplying the Average Calls Per Day by the number of days the salesperson spends in the field (Total Days In Field), which gives you an Estimated Total Calls figure. Whichever formula is used, the annual total for each salesperson should then be entered under Actual Or Estimated Calls Per Year.

TABLE I-1

### Computing Call Patterns

| SALESPERSON | ACTUAL CALLS REPORTED | ——— ESTIMATED CALLS PER YEAR ——— | | | ACTUAL OR ESTIMATED CALLS PER YEAR |
|---|---|---|---|---|---|
| | | AVERAGE CALLS PER DAY | TOTAL DAYS IN FIELD | ESTIMATED TOTAL CALLS | |

**2. COMPUTING DIRECT SALES COSTS (TABLE I-2).** Company financial records will provide most of the necessary information on Base Salary and Bonus or Commissions paid. Data on Auto Expenses, T&E (Travel & Entertainment) Expenses, and Other Expenses can usually be obtained from expense account reports or from the data contained in Table I-10, *Selling Costs in 86 Major U.S. Markets*. By adding all these components, you will arrive at a figure that reflects the salesperson's Total Direct Sales Costs.

TABLE I-2

### Computing Direct Sales Costs

| SALESPERSON | BASE SALARY + | BONUS OR COMMISSION + | AUTO EXPENSE + | T&E EXPENSE + | OTHER EXPENSES = | TOTAL DIRECT SALES COSTS |
|---|---|---|---|---|---|---|

**3. COMPUTING PER-CALL COSTS (TABLE I-3).** Using the summary data from Tables I-1 and I-2, you can now calculate an approximate cost-per-call figure for each salesperson by dividing Total Direct Sales Costs by the Actual Or Estimated Calls Per Year figure.

TABLE I-3

### Computing Per-Call Costs

| SALESPERSON | TOTAL DIRECT SALES COSTS ÷ | ACTUAL OR ESTIMATED CALLS PER YEAR | = UNWEIGHTED COST PER CALL |
|---|---|---|---|

**4. TERRITORY CONCENTRATION FACTOR (TABLE I-4).** Because of differences in geography, number and type of accounts, and customer concentration (or dispersal), it can safely be said that no two sales territories are exactly alike. Using this table, however, you can compensate for this diversity by assigning "weights" to the average number of calls per day for the salesperson or territory in question. To do this, you first need to develop an average number of calls per day figure for your entire sales force, which is then charted on the Standard Average Calls Per Day axis at the left of the table. Next, using the Territory Concentration Factor data, you can "equalize" the differences in the average number of sales calls in different territories. This procedure is explained in greater detail in the comparison of the Chicago and Louisville metros which follows.

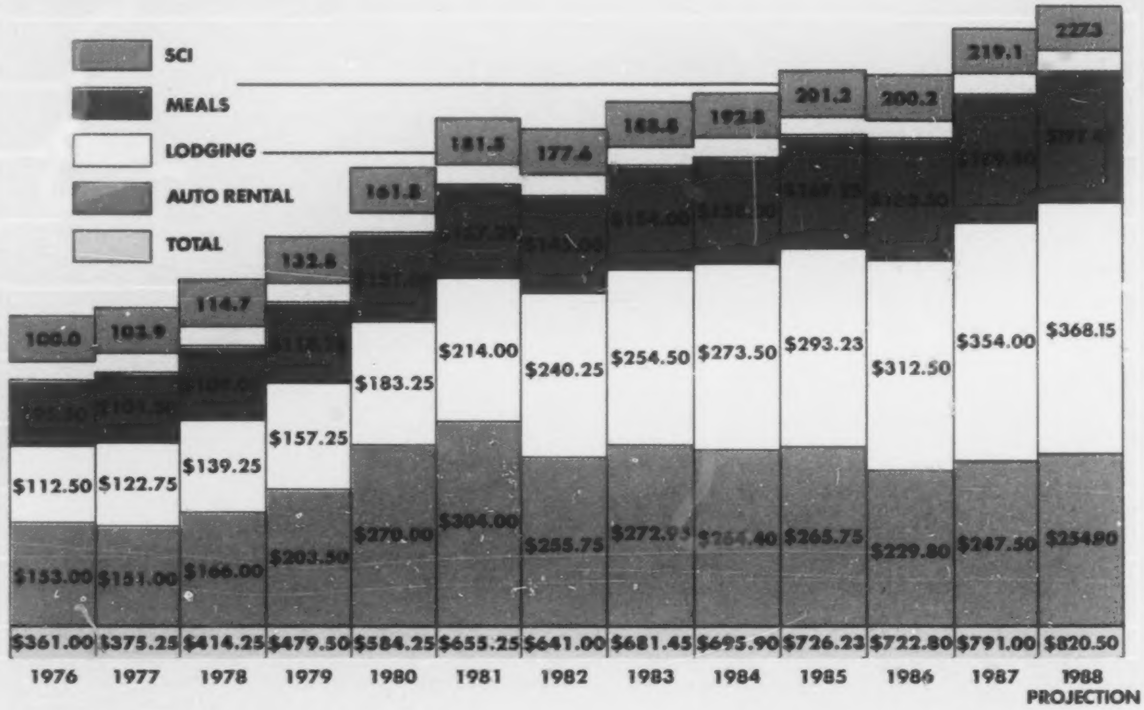
TABLE I-4

### Territory Concentration Factor

| STANDARD AVERAGE CALLS PER DAY | AVERAGE CALLS PER DAY FOR TERRITORY | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 10 | 1.00 | 1.11 | 1.25 | 1.42 | 1.66 | 2.00 | 2.50 | 3.33 | 5.00 | 10.00 |
| 9 | .90 | 1.00 | 1.12 | 1.28 | 1.50 | 1.80 | 2.25 | 3.00 | 4.50 | 9.00 |
| 8 | .80 | .88 | 1.00 | 1.14 | 1.33 | 1.60 | 2.00 | 2.66 | 4.00 | 8.00 |
| 7 | .70 | .77 | .87 | 1.00 | 1.16 | 1.40 | 1.75 | 2.33 | 3.50 | 7.00 |
| 6 | .60 | .66 | .75 | .85 | 1.00 | 1.20 | 1.50 | 2.00 | 3.00 | 6.00 |
| 5 | .50 | .55 | .62 | .71 | .83 | 1.00 | 1.25 | 1.66 | 2.50 | 5.00 |
| 4 | .40 | .44 | .50 | .57 | .66 | .80 | 1.00 | 1.33 | 2.00 | 4.00 |
| 3 | .30 | .33 | .37 | .42 | .50 | .60 | .75 | 1.00 | 1.50 | 3.00 |
| 2 | .20 | .22 | .25 | .28 | .33 | .40 | .50 | .66 | 1.00 | 2.00 |
| 1 | .10 | .11 | .12 | .14 | .16 | .20 | .25 | .33 | .50 | 1.00 |

**5. BUILDING A SALES CALL EFFICIENCY INDEX (TABLE I-5).** From the computations performed in steps 1 through 3, we have determined that the Louisville salesperson has Total

## The U.S. Selling Cost Index: Field Expenses on the Rise Again



**NOTES: The Selling Cost Index** is calculated by multiplying the national averages for the three SCI components—**Meals, Lodging,** and **Auto Rental**—by 5 days (a typical week in the field), producing the individual weekly totals that are then added together, resulting in a combined weekly **Total** for the three basic components. For 1987, the formula would be $189.50 + $354.00 + $247.50 = $791.00. The SCI is then calculated by dividing the 1976 base year Total ($361.00) into the corresponding weekly Total, producing the index figure for each subsequent year. For 1987, the calculation of $791.00 ÷ $361.00 produces an SCI of 219.1. The 1988 Projection of the SCI is based on data from hotel/motel research specialist Smith Travel Research, which projects a 4% increase in Lodging rates during 1988. Occupancy rates, which increased by 1.1% last year, are expected to continue to rise. Increases are also being projected for the cost of Meals, where the average weekly total for field salespeople is expected to rise by 4.2%. According to the National Restaurant Association, this is partially due to a 1½%–2% increase in wholesale food prices, a 4% rise in labor costs, and a 4.6% increase in overhead. Auto Rental rates, which increased by 7.7% in 1987, are expected to rise by around 3% during 1988, according to analysts at Runzheimer International, the Rochester, WI-based transportation consulting organization.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.* © Sales & Marketing Management

Direct Sales Costs of $60,000 and makes 850 Calls Per Year. The Chicago salesperson, on the other hand, has Total Direct Sales Costs of $80,000 and makes 1,350 Calls Per Year. By dividing the Calls Per Year into the Total Direct Sales Costs for each salesperson, we arrive at an Unweighted Cost Per Call for Louisville of $71 as opposed to $59 for Chicago. At first glance, it appears that the Chicago salesperson is managing expenses much better than the salesperson in Louisville. However, a fair evaluation of the performance of each of these salespeople must recognize that Chicago and Louisville are two radically different markets in terms of their cost of operations. A first step towards developing a Sales Call Efficiency Index that will compensate for differences in meal costs, room rates, and other expenses involves finding the Territory Concentration Factor for the sales force as a whole, as well as for the salespeople in the territories involved.

Assuming that your sales force as a whole averages 5 calls per day, we then use the Territory Concentration Factor table to chart this figure on the left-hand axis (Standard Average Calls Per Day). With these data in hand, you find that the Average Calls Per Day For Territory figure (7 for Chicago) shows a TCF of 0.71, while Louisville (with an average of 3 calls per day) has a TCF of 1.66.

Next, we record the Per Diem Index for each metro as

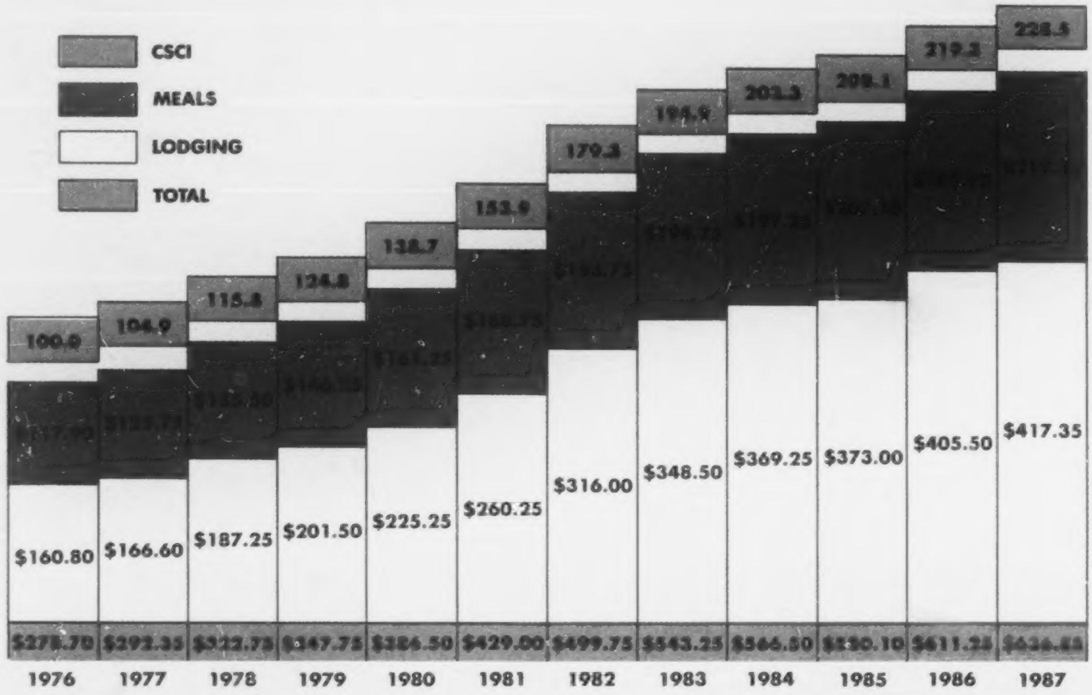
TABLE I-5

### Building a Sales Call Efficiency Index

| TERRITORY/ METRO | TOTAL DIRECT SALES COSTS | CALLS PER YEAR | UNWEIGHTED COST PER CALL | TERRITORY CONCENTRATION FACTOR (TCF) |
|---|---|---|---|---|
| Chicago | $80,000 | 1,350 | $59.00 | 0.71 |
| Louisville | $60,000 | 850 | $71.00 | 1.66 |

|  | PER DIEM INDEX | WEIGHTED PER DIEM INDEX | SCEI COST PER CALL | WEIGHTED SCEI COST PER CALL |
|---|---|---|---|---|
| Chicago | 152 | 0.66 | $55.00 | $69.00 |
| Louisville | 79 | 1.27 | $54.00 | $47.00 |

## The Canadian Selling Cost Index: Costs Are Up, Up There Too



SOURCE: *Sales & Marketing Management Survey of Selling Costs.*
© Sales & Marketing Management

**Notes:** All figures are shown in Canadian dollars.

listed in Table I-10, *Selling Costs in 86 Major U.S. Markets.* Chicago's Per Diem Index is 152, while Memphis's is 79. By dividing each of these numbers into 100 (the U.S. average Per Diem Index), you then produce a Weighted Per Diem Index for each metro—0.66 for Chicago and 1.27 for Louisville—which is then entered in the next column.

It is now possible to construct an SCEI Cost Per Call figure for each metro using the following equation:

$$\frac{\text{Total Direct Sales Costs} \times \text{Weighted Per Diem Index}}{\text{Calls Per Year} \times \text{Territory Concentration Factor}} = \text{SCEI Cost Per Call}$$

For Chicago, the calculation would be:

$$\frac{\$80{,}000 \times 0.66}{1{,}350 \times 0.71} = \frac{\$52{,}800}{958.5} = \$55.09$$

For Louisville:

$$\frac{\$60{,}000 \times 1.27}{850 \times 1.66} = \frac{\$76{,}200}{1{,}411} = \$54.00$$

This reveals that on an adjusted basis, the SCEI Cost Per Call for Chicago is $55.09, while in Louisville the figure would be $54.00. By using this formula, what was originally more than a $10 difference (in the Unweighted Cost Per Call) has now been cut to only $1.09.

The SCEI Cost Per Call can be further refined by allowing for the differences in field sales expenses for individual metros, producing a final Weighted SCEI Cost Per Call. By using the data in Table I-2 to separate your salespeople's compensation from other expenses, you find that the Chicago salesperson had a total compensation of $42,000 plus $38,000 in expenses, while the Louisville salesperson had a compensation/expenses split of $35,000 and $25,000. A Weighted SCEI Cost Per Call figure can then be calculated by multiplying each salesperson's expenses by the Weighted Per Diem Index and adding it to his compensation, and then dividing the resulting total by the above-mentioned equation, according to the following formula:

For Chicago:

$$\frac{\$42{,}000 + (\$38{,}000 \times 0.66)}{1{,}350 \times 0.71} = \frac{\$67{,}000}{958.5} = \$69.98$$

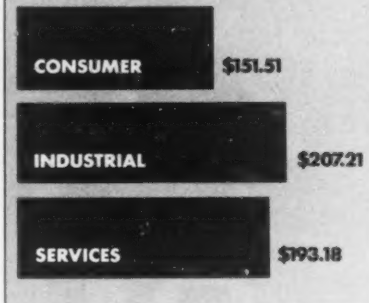
For Louisville:

$$\frac{\$35{,}000 + (\$25{,}000 \times 1.27)}{850 \times 1.66} = \frac{\$66{,}750}{1{,}411} = \$47.31$$

The resulting totals reveal that the average cost of a sales call in Chicago—once more than $10 *lower* than that of Louisville—is actually more than $22 *higher* when territory concentration and field sales expenses have been properly factored in. This just goes to show that before you rely on the simple answer to the question of your salespeople's cost per call numbers, remember that the subtle differences in markets and territories can often be deceiving.

TABLE I-6

## Median Cost Per Call by Industry: 1987



SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

TABLE I-7

## Calculating Call Patterns

| TYPE OF SALESPERSON | MEDIAN CALLS PER TERRITORY PER DAY A | B | EST. DAYS IN FIELD PER YEAR | MEDIAN CALLS PER TERRITORY PER YEAR A | B |
|---|---|---|---|---|---|
| **CONSUMER** | | | | | |
| Range | 3-6 | 2-4 | 187 | 561-1,122 | 374-748 |
| Median | 4.5 | 3 | | 841.5 | 561 |
| **INDUSTRIAL** | | | | | |
| Range | 3-5 | 2-4 | 187 | 561-935 | 374-748 |
| Median | 4 | 3 | | 748 | 561 |
| **SERVICE** | | | | | |
| Range | 4-8 | 2-5 | 187 | 748-1,496 | 374-935 |
| Median | 6 | 3.5 | | 1,122 | 654.5 |

**NOTES: Territory A** is defined as a metro area where customers are heavily concentrated and the salesperson can easily make multiple calls, or as a philosophy that emphasizes a maximum number of calls. **Territory B** reflects a territory where customers are dispersed and more time is spent traveling between calls. **Estimated Days In Field Per Year** is based on 5 days x 52 weeks per year, less one day per week of office/non-field work, 6 holidays, and 15 days vacation/sick leave. **Median** is the midpoint in each set of ranges.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

TABLE I-8

## Average Direct Sales Costs

| TYPE OF SALESPERSON | RANGE & MEDIAN COMPENSATION + | RANGE & MEDIAN FIELD EXPENSES = | TOTAL DIRECT SALES COSTS |
|---|---|---|---|
| **CONSUMER** | | | |
| Range | $23,000-$75,000 | $2,000-$30,000 | $25,000-$105,000 |
| Median | $49,000 | $16,000 | $65,000 |
| **INDUSTRIAL** | | | |
| Range | $19,000-$102,000 | $1,000-$45,000 | $20,000-$147,000 |
| Median | $60,500 | $23,000 | $83,500 |
| **SERVICE** | | | |
| Range | $13,000-$110,000 | $5,000-$30,000 | $18,000-$140,000 |
| Median | $61,500 | $17,500 | $79,000 |

**NOTES:** The **Range** of Compensation and Expenses for the three types of salespeople (Consumer, Industrial & Service) was calculated from data collected by *Sales & Marketing Management* for two different levels of sales personnel, middle-level and top-level salespeople. Compensation data for the levels of sales trainee and sales supervisor were excluded from these calculations since they do not technically involve "field" salespeople. **Compensation** includes base salary, commission, and bonus. **Field Expenses** include travel, entertainment, food, and lodging expenses.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

TABLE I-9

## Cost Per Call by Industry

| TYPE OF SALES-PERSON | 1986 TOTAL DIRECT SALES COSTS | MEDIAN CALLS PER YEAR TERRITORY A | TERRITORY B | COST PER CALL TERRITORY A | TERRITORY B |
|---|---|---|---|---|---|
| **CONSUMER** | | | | | |
| Range | $25,000-$105,000 | 561-1,122 | 374-748 | $22.28-$187.16 | $33.42-$280.74 |
| Median | $65,000 | 841.5 | 561 | $104.72 | $157.08 |
| **INDUSTRIAL** | | | | | |
| Range | $20,000-$147,000 | 561-935 | 374-748 | $21.39-$262.03 | $26.73-$393.04 |
| Median | $83,500 | 748 | 561 | $141.71 | $209.88 |
| **SERVICE** | | | | | |
| Range | $18,000-$140,000 | 748-1,496 | 374-935 | $12.03-$187.16 | $19.25-$374.33 |
| Median | $79,000 | 1,122 | 654.5 | $99.59 | $196.79 |

**NOTES:** The **Cost Per Call** range for each territory and type of salesperson is calculated by dividing the *lowest* figure in the range of **Total Direct Sales Costs** by the *highest* figure in the range of **Median Calls Per Year**, which equals the low end of the cost-per-call range. The *highest* figure in the range of **Total Direct Sales Costs** is then divided by the *lowest* figure in the range of **Median Calls Per Year**, resulting in the high-end figure for the range of **Cost Per Call**. The **Median** is the midpoint in each set of ranges.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

# PREPARING A SALES COSTS BUDGET

## How much are your salespeople spending each year? By using the accompanying worksheet to chart field sales expenditures, you may be able to trim some of the fat from your budget.

By following this simple procedure (and using the worksheet on the back of this page), you can construct a territorial sales budget that breaks out the various components of selling, allowing for an easy analysis of individual cost factors. The bold-faced numbers below correspond to the columns and lines on the worksheet.

### COLUMNS:

**1.** List the **Major Metro Areas** that comprise your territory, using the listings from Table 1-10, *Selling Costs in 86 Major U.S. Markets.*

**2.** Enter the **Projected Sales** for each individual metro.

**3.** For **Lodging**, estimate the number of nights to be spent in each metro and multiply by the Average Daily Lodging cost shown in Table 1-10.

**4.** For **Food and Drink** costs, estimate the number of meals and drinks per day in each metro and multiply by the appropriate Meals and Cost of Two Drinks figures from Table 1-10.

**5. Auto Rental:** If an auto is to be rented, multiply the number of days by the Per Diem Auto Rental rate (also listed in Table 1-10), adding an average daily insurance rate of $8 and subtracting your company's discount (if any).

**6.** Estimate any additional **Miscellaneous Expenses** and enter them in this column.

**7.** Calculate **Entertainment** costs by multiplying the appropriate Meals and Cost of Two Drinks rates for each metro by the total number of customers or clients entertained.

**8.** Estimate any **Other Expenses**—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings or seminars.

**9.** Estimate **Promotional Expenses** by including totals for advertising, sales promotion, trade shows, meetings, etc., that will be charged to the territory.

**10.** Total the expenses for each metro across (columns 3 through 9) to arrive at **Total Metro Expenses** and enter in column 10.

### LINES:

**11.** Total the individual expenses for each vertical column (2 through 10) and enter here under **All-Metro Totals.**

**12.** Enter your **Projected Total Territory** *sales* on line 12, column 2 and the **Projected Total Territory** *expenses* for each of the seven estimated field sales expenses (columns 3 through 9).

**13.** Calculate the **Percent of Total** projected sales accounted for by the metros listed by dividing the All-Metro Total figure on line 11, column 2, by the Projected Total Territory sales figure on line 12, column 2. Then do the same for total individual expenses (line 11, columns 3 through 10) and enter on line 13.

**14.** Calculate the **Budgeted Salaries** of the territory's sales manager and staff salespeople and enter the total on line 14.

**15.** Enter the **All-Metro Total** for Total Metro Expenses (line 11, column 10). Note: Budgeted Salaries (line 14, column 2) and the All-Metro Total for Total Metro Expenses should be adjusted for any overhead—rent, utilities, or other staff expenses—charged to the sales division.

**16.** Add the Budgeted Salaries (line 14) and the All-Metro Total for Total Metro Expenses (line 15), which will give you a figure that comprises a majority of your **Actual Expenses.** Then subtract this figure from Projected Total Territory sales (line 12, column 2), which gives you the gross dollar return on sales in the territory's metros (Sales - expenses = return on sales). This gross dollar figure can then be converted to a percentage and compared to your company's targeted profit ratio, which tells you if your costs budget is on target. If it is not, analysis of the individual components may suggest areas for improvement. Note: If a territory is made up of largely nonmetro areas, this will be reflected in the Percent of Total figure on line 13, and adjustments can be made accordingly.

# A 16-STEP SEQUENCE FOR PREPARING A SALES COSTS BUDGET

Estimated Field Sales Expenses

| 1. MAJOR METRO AREAS | 2. PROJECTED SALES | 3. LODGING | 4. FOOD AND DRINK | 5. AUTO RENTAL | 6. MISC. EXPENSES | 7. ENTERTAINMENT | 8. OTHER EXPENSES | 9. PROMOTION EXPENSES | 10. TOTAL METRO EXPENSES |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| **11. ALL-METRO TOTALS** | | | | | | | | | |
| **12. PROJECTED TOTAL TERRITORY** | | | | | | | | | |
| **13. PERCENT OF TOTAL** | % | % | % | % | % | % | % | % | % |
| **14. BUDGETED SALARIES** | | | | | | | | | |
| **15. ALL-METRO TOTAL** | | | | | | | | | |
| **16. ACTUAL EXPENSES** | | | | | | | | | |

**TABLE I-10**

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | | | | | |
| **Birmingham** | Average<br>$69.15 | B-$5.50<br>L-$6.95<br>D-$16.35 | $97.95 | 11.6% | 94 | $5.70 | Limo: N.A.<br>Taxi: $8.50<br>Dist.: 5 mi. NE<br>Time: 15-20 min. | $37.30 | 7.0% | 7.0% |
| **ARIZONA** | | | | | | | | | | |
| **Phoenix-Scottsdale** | Average<br>$67.90 | B-$5.75<br>L-$7.30<br>D-$14.65 | 95.60 | 7.8 | 93 | 5.00 | Limo: $4.00<br>Taxi: $900<br>Dist.: 4 mi. SE<br>Time: 10-15 min. | 40.85 | 7.6 | 7.5 |
| **Tucson** | Average<br>$71.20 | B-$6.40<br>L-$8.20<br>D-$15.85 | 101.65 | 11.4 | 99 | 5.25 | Limo: $8.00<br>Taxi: $13.50<br>Dist.: 10 mi. S<br>Time: 20 min. | 39.35 | 8.0 | 7.0 |
| **ARKANSAS** | | | | | | | | | | |
| **Little Rock-North Little Rock** | Average<br>$54.20 | B-$4.50<br>L-$6.10<br>D-$14.35 | 79.15 | 13.5 | 77 | 5.00 | Limo: N.A.<br>Taxi: $4.50<br>Dist.: 3.5 mi. SE<br>Time: 10-15 min. | 47.30 | 7.0 | 7.0 |
| **CALIFORNIA** | | | | | | | | | | |
| **Anaheim-Santa Ana** | Average<br>$74.60 | B-$5.25<br>L-$9.75<br>D-$16.00 | 105.60 | 11.5 | 102 | 5.00 | Limo: N.A.<br>Taxi: $22.00<br>Dist.: 10 mi. S<br>Time: 20-30 min. | N.A. | 8.0 | 6.0 |
| **Fresno** | Average<br>$51.55 | B-$6.75<br>L-$9.35<br>D-$16.95 | 84.60 | 6.6 | 82 | 4.70 | Limo: None<br>Taxi: $12.00<br>Dist.: 7 mi. NE<br>Time: 15 min. | 46.50 | 9.0 | 6.5 |
| **Los Angeles-Long Beach** | Average<br>$95.00 | B-$7.55<br>L-$11.60<br>D-$24.75 | 138.90 | 12.8 | 135 | 6.00 | Limo: $10.00<br>Taxi: $2750<br>Dist.: 15 mi. SW<br>Time: 35-45 min. | 52.80 | 11.0 | 6.5 |
| **Oakland** | Average<br>$76.30 | B-$6.70<br>L-$11.30<br>D-$18.10 | 112.40 | 8.1 | 109 | 4.70 | Limo: None<br>Taxi: $16.50<br>Dist.: 11 mi. SE<br>Time: 10-15 min. | N.A. | 10.0 | 7.0 |
| **Oxnard-Ventura** | Average<br>$60.50 | B-$6.25<br>L-$8.50<br>D-$15.50 | 90.75 | 5.9 | 88 | 5.00 | Limo: N.A.<br>Taxi: $5.50<br>Dist.: 1 mi. S<br>Time: 5 min. | N.A. | 9.0 | 6.0 |
| **Riverside-San Bernardino** | Average<br>$59.10 | B-$5.25<br>L-$6.40<br>D-$10.70 | 81.45 | 3.8 | 79 | 5.00 | Limo: N.A.<br>Taxi: $30.00<br>Dist.: 15 mi. NW<br>Time: 20 min. | N.A. | 8.0 | 6.0 |
| **Sacramento** | Average<br>$61.80 | B-$5.35<br>L-$8.10<br>D-$14.70 | 89.75 | 13.7 | 87 | 4.00 | Limo: $5.50<br>Taxi: $18.50<br>Dist.: 11 mi. NW<br>Time: 15-25 min. | 47.15 | 10.0 | 6.0 |
| **San Diego** | Average<br>$81.95 | B-$5.90<br>L-$10.55<br>D-$16.00 | 114.40 | 16.4 | 111 | 5.00 | Limo: None<br>Taxi: $5.50<br>Dist.: 2 mi. NW<br>Time: 5-10 min. | 48.15 | 7.0 | 6.0 |
| **San Francisco** | Average<br>$101.40 | B-$11.25<br>L-$15.80<br>D-$38.60 | 167.05 | 12.1 | 162 | 9.00 | Limo: $6.00<br>Taxi: $24.00<br>Dist.: 14 mi. S<br>Time: 20-35 min. | 51.50 | 11.0 | 6.5 |
| **San Jose** | Average<br>$87.20 | B-$6.45<br>L-$10.10<br>D-$16.70 | 120.45 | 6.5 | 117 | 5.50 | Limo: None<br>Taxi: $750<br>Dist.: 3 mi. NW<br>Time: 10 min. | 50.80 | 8.0 | 7.0 |

Circle No. 128 on Reader Service Card ▶

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO** | | | | | | | | | | |
| **Boulder** | Average<br>$61.80 | B-$6.50<br>L-$7.00<br>D-$13.55 | $88.85 | 3.4% | 86 | $5.50 | Limo: N.A.<br>Taxi: $38.00<br>Dist.: 30 mi. NW<br>Time: 45 min. | N.A. | 9.2% | 6.0% |
| **Denver** | Average<br>$88.25 | B-$6.15<br>L-$8.75<br>D-$18.30 | 121.45 | 13.2 | 118 | 6.00 | Limo: $6.00<br>Taxi: $9.00<br>Dist.: 7 mi. NE<br>Time: 20-30 min. | $45.45 | 11.7 | 7.0 |
| **CONNECTICUT** | | | | | | | | | | |
| **Bridgeport-Stamford-Norwalk-Danbury** | Average<br>$75.10 | B-$4.85<br>L-$9.75<br>D-$16.80 | 106.50 | 5.4 | 103 | 5.90 | Limo: $10.00<br>Taxi: $10.00<br>Dist.: 9 mi. S<br>Time: 10 min. | 49.40 | 7.5 | 7.5 |
| **Hartford-New Britain-Middletown-Bristol** | Average<br>$74.00 | B-$5.55<br>L-$8.15<br>D-$21.75 | 109.45 | 5.3 | 106 | 6.70 | Limo: $5.00<br>Taxi: $18.00<br>Dist.: 14 mi. N<br>Time: 15-25 min. | 55.40 | 7.5 | 7.5 |
| **New Haven-Waterbury-Meriden** | Average<br>$67.90 | B-$5.50<br>L-$8.20<br>D-$17.15 | 98.75 | 13.5 | 96 | 5.50 | Limo: N.A.<br>Taxi: $5.40<br>Dist.: 3.5 mi. SE<br>Time: 15 min. | 54.40 | 7.5 | 7.5 |
| **DELAWARE** | | | | | | | | | | |
| **Wilmington** | Average<br>$85.15 | B-$6.05<br>L-$10.10<br>D-$18.20 | 119.50 | 18.0 | 116 | 4.75 | Limo: None<br>Taxi: $15.00<br>Dist.: 5 mi. SW<br>Time: 20 min. | 50.85 | 6.0 | — |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | |
| **Washington** | Average<br>$111.20 | B-$7.50<br>L-$13.35<br>D-$21.15 | 153.20 | 17.5 | 148 | 6.00 | **National**<br>Limo: $5.00<br>Taxi: $6.00<br>Dist.: 4 mi. S<br>Time: 20 min.<br>**Dulles**<br>Limo: $11.00<br>Taxi: $32.00<br>Dist.: 26 mi. W<br>Time: 45-60 min. | 60.25 | 10.0 | 8.0 |
| **FLORIDA** | | | | | | | | | | |
| **Fort Lauderdale** | Average<br>$81.30 | B-$4.20<br>L-$8.05<br>D-$17.10 | 110.65 | 14.3 | 107 | 5.50 | Limo: $6.00[1]<br>Taxi: $8.00<br>Dist.: 4 mi. S<br>Time: 10 min. | N.A. | 7.0 | 5.0 |
| **Jacksonville** | Average<br>$59.85 | B-$4.60<br>L-$8.05<br>D-$16.15 | 88.65 | 11.5 | 86 | 5.50 | Limo: $8.00<br>Taxi: $19.00<br>Dist.: 17 mi. N<br>Time: 30-40 min. | 40.50 | 9.0 | 5.0 |
| **Miami-Hialeah** | Average<br>$90.40 | B-$6.05<br>L-$9.30<br>D-$19.20 | 124.95 | 12.4 | 121 | 6.00 | Limo: $6.75<br>Taxi: $11.00<br>Dist.: 7 mi. NW<br>Time: 20-30 min. | 37.85 | 10.0 | 5.0 |
| **Orlando** | Average<br>$72.00 | B-$6.50<br>L-$10.35<br>D-$19.00 | 107.85 | 14.6 | 105 | 6.40 | Limo: $9.00<br>Taxi: $15.50<br>Dist.: 10 mi. S<br>Time: 15-20 min. | 38.15 | 8.0 | 5.0 |
| **Tampa-St. Petersburg-Clearwater** | Average<br>$78.45 | B-$6.55<br>L-$6.90<br>D-$17.30 | 109.20 | 17.9 | 106 | 5.50 | Limo: $9.00<br>Taxi: $12.00<br>Dist.: 5 mi. NW<br>Time: 10-15 min. | 37.15 | 8.25 | 5.0 |

[1] Minimum 3 Passengers

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **West Palm Beach-Boca Raton-Delray Beach** | Average<br>$73.15 | B-$4.75<br>L-$7.70<br>D-$17.90 | $103.45 | 13.2% | 100 | $6.00 | Limo: $6.00<br>Taxi: $10.00<br>Dist.: 5 mi. W<br>Time: 15 min. | N.A. | 7.0% | 5.0% |
| **GEORGIA** | | | | | | | | | | |
| **Atlanta** | Average<br>$104.20 | B-$6.55<br>L-$9.40<br>D-$29.75 | 148.90 | 9.0 | 144 | 6.00 | Limo: $7.00<br>Taxi: $13.50<br>Dist.: 8 mi. SW<br>Time: 20-30 min. | $50.65 | 9.0 | 5.0 |
| **HAWAII** | | | | | | | | | | |
| **Honolulu** | Average<br>$83.25 | B-$8.50<br>L-$10.00<br>D-$23.20 | 124.95 | 2.5 | 121 | 6.50 | Limo: $5.00<br>Taxi: $8.50<br>Dist.: 4.5 mi. NW<br>Time: 10-15 min. | 41.75 | 9.4 | 4.16 |
| **ILLINOIS** | | | | | | | | | | |
| **Chicago** | Average<br>$119.55 | B-$6.45<br>L-$8.35<br>D-$22.75 | 157.10 | 13.9 | 152 | 5.00 | **O'Hare**<br>Limo: $9.00<br>Taxi: $19.50<br>Dist.: 18 mi. NW<br>Time: 45-65 min.<br>**Midway**<br>Limo: N.A.<br>Taxi: $10.90<br>Dist.: 10 mi. SW<br>Time: 25-40 min. | 57.05 | 10.25 | 8.0 |
| **Springfield** | Average<br>$53.00 | B-$4.75<br>L-$7.45<br>D-$16.55 | 78.90 | 5.4 | 79 | 4.25 | Limo: None<br>Taxi: $5.00<br>Dist.: 3 mi. N<br>Time: 15 min. | 40.75 | 10.0 | 7.0 |
| **INDIANA** | | | | | | | | | | |
| **Indianapolis** | Average<br>$68.85 | B-$5.45<br>L-$6.50<br>D-$11.60 | 92.40 | 17.0 | 90 | 4.50 | Limo: $7.25<br>Taxi: $11.00<br>Dist.: 7 mi. SW<br>Time: 15 min. | 48.70 | 10.0 | 6.0 |
| **IOWA** | | | | | | | | | | |
| **Des Moines** | Average<br>$58.95 | B-$4.95<br>L-$6.15<br>D-$14.15 | 84.20 | 14.8 | 82 | 5.50 | Limo: None<br>Taxi: $6.50<br>Dist.: 5.5 mi. SW<br>Time: 10-15 min. | 41.90 | 11.0 | 4.0 |
| **KANSAS** | | | | | | | | | | |
| **Wichita** | Average<br>$63.85 | B-$5.40<br>L-$5.70<br>D-$9.90 | 84.85 | 12.9 | 82 | 6.25 | Limo: None<br>Taxi: $7.10<br>Dist.: 6 mi. SW<br>Time: 25-30 min. | 51.20 | 10.0 | 5.0 |
| **KENTUCKY** | | | | | | | | | | |
| **Louisville** | Average<br>$55.65 | B-$4.40<br>L-$8.00<br>D-$13.55 | 81.60 | 12.5 | 79 | 4.50 | Limo: $4.50<br>Taxi: $10.50<br>Dist.: 5 mi. S<br>Time: 15-20 min. | 50.30 | 9.2 | 5.0 |
| **LOUISIANA** | | | | | | | | | | |
| **New Orleans** | Average<br>$96.30 | B-$6.45<br>L-$10.15<br>D-$21.10 | 134.00 | 22.5 | 130 | 5.60 | Limo: $7.00<br>Taxi: $18.00<br>Dist.: 14 mi. W<br>Time: 30-40 min. | 46.05 | 11.0 | 9.0 |
| **MARYLAND** | | | | | | | | | | |
| **Baltimore** | Average<br>$68.10 | B-$6.65<br>L-$9.05<br>D-$20.20 | 104.00 | 9.5 | 101 | 5.15 | Limo: $5.00<br>Taxi: $13.00<br>Dist.: 10 mi. SW<br>Time: 30-40 min. | 52.35 | 12.0 | 5.0 |

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **MASSACHUSETTS** | | | | | | | | | | |
| **Boston** | Average<br>$103.05 | B-$5.50<br>L-$9.70<br>D-$22.90 | $141.15 | 13.2% | 137 | $6.00 | Limo: $5.00<br>Taxi: $10.00<br>Dist.: 3 mi. NE<br>Time: 30-40 min. | $65.40 | 9.7% | 5.0% |
| **New Bedford-Fall River-Attleboro** | Average<br>$59.70 | B-$5.10<br>L-$9.90<br>D-$16.45 | 91.15 | 17.8 | 88 | 5.00 | Limo: N.A.<br>Taxi: $7.00<br>Dist.: 2.5 mi. N<br>Time: 15 min. | N.A. | 5.7 | 5.0 |
| **Springfield** | Average<br>$59.80 | B-$6.55<br>L-$7.30<br>D-$15.50 | 89.15 | 12.9 | 86 | 5.50 | Limo: $6.00<br>Taxi: $22.00<br>Dist.: 18 mi. S<br>Time: 30 min. | 55.10 | 5.7 | 5.0 |
| **Worcester-Fitchburg-Leominster** | Average<br>$69.25 | B-$5.80<br>L-$8.30<br>D-$19.45 | 102.80 | 6.7 | 100 | 5.60 | Limo: N.A.<br>Taxi: $7.00<br>Dist.: 5 mi. W<br>Time: 20 min. | 58.10 | 9.7 | 5.0 |
| **MICHIGAN** | | | | | | | | | | |
| **Detroit** | Average<br>$71.30 | B-$6.00<br>L-$9.35<br>D-$20.55 | 107.20 | 1.8 | 104 | 6.00 | Limo: $9.00<br>Taxi: $28.00<br>Dist.: 19 mi. SW<br>Time: 30-45 min. | 60.60 | 10.0 | 4.0 |
| **Grand Rapids** | Average<br>$56.60 | B-$6.75<br>L-$10.10<br>D-$16.85 | 90.30 | 15.9 | 88 | 5.35 | Limo: None<br>Taxi: $10.00<br>Dist.: 10 mi. SE<br>Time: 20-25 min. | N.A. | 7.0 | 4.0 |
| **MINNESOTA** | | | | | | | | | | |
| **Minneapolis-St. Paul** | Average<br>$74.80 | B-$7.25<br>L-$8.55<br>D-$18.30 | 108.90 | 2.9 | 106 | 5.50 | Limo: $6.50<br>Taxi: $16.50<br>Dist.: 13 mi. SE<br>Time: 20-30 min. | 48.65 | 9.0 | 7.0 |
| **MISSOURI** | | | | | | | | | | |
| **Kansas City** | Average<br>$75.25 | B-$4.60<br>L-$8.55<br>D-$16.70 | 105.10 | 19.0 | 102 | 5.00 | Limo: $9.00<br>Taxi: $21.50<br>Dist.: 18 mi. NW<br>Time: 35-50 min. | 47.90 | 9.725 | 7.0 |
| **St. Louis** | Average<br>$67.90 | B-$5.85<br>L-$9.65<br>D-$17.70 | 101.10 | 8.9 | 98 | 5.50 | Limo: $6.00<br>Taxi: $16.50<br>Dist.: 13 mi. NW<br>Time: 20-30 min. | 47.20 | 9.85 | 6.0 |
| **NEBRASKA** | | | | | | | | | | |
| **Omaha** | Average<br>$50.80 | B-$4.45<br>L-$8.00<br>D-$12.20 | 76.45 | 12.4 | 74 | 4.25 | Limo: None<br>Taxi: $5.50<br>Dist.: 5 mi. NE<br>Time: 5-10 min. | 49.35 | 8.0 | 5.5 |
| **NEVADA** | | | | | | | | | | |
| **Las Vegas** | Average<br>$63.75 | B-$4.35<br>L-$8.85<br>D-$15.70 | 92.65 | 8.0 | 90 | 5.00 | Limo: $4.00<br>Taxi: $14.50<br>Dist.: 7 mi. S<br>Time: 35-45 min. | 42.00 | 7.0 | 6.0 |
| **NEW JERSEY** | | | | | | | | | | |
| **Jersey City-Bergen-Passaic** | Average<br>$63.30 | B-$5.25<br>L-$9.10<br>D-$16.90 | 94.55 | 3.0 | 92 | 5.50 | Limo: N.A.<br>Taxi: $20.00<br>Dist.: 9 mi. W<br>Time: 40 min. | N.A. | 6.0 | 6.0 |
| **Long Branch-Asbury Park** | Average<br>$60.75 | B-$7.20<br>L-$10.30<br>D-$19.15 | 97.40 | 9.5 | 94 | 5.00 | Limo: N.A.<br>Taxi: $39.00<br>Dist.: 45 mi. NW<br>Time: 60 min. | N.A. | 6.0 | 6.0 |

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **New Brunswick-Perth Amboy-Sayreville** | Average<br>$74.25 | B-$4.70<br>L-$9.30<br>D-$17.05 | $105.30 | 0.8% | 102 | $5.50 | Limo: N.A.<br>Taxi: $36.00<br>Dist.: 23 mi. NW<br>Time: 40 min. | N.A. | 6.0% | 6.0% |
| **Newark** | Average<br>$92.90 | B-$6.05<br>L-$8.40<br>D-$22.40 | 129.75 | 10.6 | 126 | 6.50 | Limo: $5.00<br>Taxi: $11.00<br>Dist.: 3 mi. S<br>Time: 20 min. | $59.30 | 7.0 | 6.0 |
| **NEW MEXICO** | | | | | | | | | | |
| **Albuquerque** | Average<br>$65.75 | B-$5.80<br>L-$9.55<br>D-$15.20 | 91.75 | 14.0 | 89 | 6.85 | Limo: $4.50<br>Taxi: $11.00<br>Dist.: 4.3 mi. SE<br>Time: 15-20 min. | 47.45 | 9.756 | 5.0 |
| **NEW YORK** | | | | | | | | | | |
| **Albany-Schenectady-Troy** | Average<br>$70.90 | B-$4.05<br>L-$5.70<br>D-$15.45 | 96.10 | 10.9 | 93 | 5.70 | Limo: $5.40<br>Taxi: $9.90<br>Dist.: 10 mi. NW<br>Time: 20 min. | 49.10 | 10.0 | 7.0 |
| **Buffalo** | Average<br>$59.80 | B-$8.00<br>L-$11.00<br>D-$19.45 | 98.25 | 13.7 | 95 | 5.50 | Limo: $5.00<br>Taxi: $13.00<br>Dist.: 8 mi. NE<br>Time: 20-30 min. | 48.80 | 11.0 | 8.0 |
| **Nassau-Suffolk (Long Island)** | Average<br>$63.50 | B-$7.30<br>L-$11.40<br>D-$22.15 | 104.35 | 1.8 | 101 | 6.50 | Limo: (Varies<br>Taxi: between<br>Dist.: Airport and<br>Time: Destination) | N.A. | 8.0 | 8.25[1] |
| **New York** | Average<br>$117.65 | B-$10.25<br>L-$16.40<br>D-$31.50 | 175.80 | 8.2 | 170 | 9.00 | **La Guardia**<br>Limo: $6.00<br>Taxi: $16.00<br>Dist.: 8 mi. NE<br>Time: 20-40 min.<br>**Kennedy**<br>Limo: $8.00<br>Taxi: $27.00<br>Dist: 15 mi. SE<br>Time: 35-60 min.<br>**Newark**<br>Limo: $5.00<br>Taxi: $30.00<br>Dist: 16 mi. SW<br>Time: 30-45 min. | 62.45 | 13.25 | 8.25 |
| **Rochester** | Average<br>$59.80 | B-$5.60<br>L-$8.30<br>D-$17.95 | 91.65 | 2.3 | 89 | 5.75 | Limo: None<br>Taxi: $9.50<br>Dist.: 5 mi. SW<br>Time: 10-20 min. | 45.80 | 10.0 | 7.0 |
| **Syracuse** | Average<br>$63.80 | B-$5.50<br>L-$8.55<br>D-$16.55 | 94.40 | 8.6 | 91 | 5.30 | Limo: None<br>Taxi: $10.50<br>Dist.: 9 mi. NE<br>Time: 15-20 min. | 47.80 | 10.0 | 7.0 |
| **NORTH CAROLINA** | | | | | | | | | | |
| **Charlotte-Gastonia-Rocky Hill** | Average<br>$58.90 | B-$7.10<br>L-$9.85<br>D-$19.95 | 95.80 | 15.5 | 93 | 6.50 | Limo: $4.20<br>Taxi: $11.00<br>Dist.: 8 mi. W<br>Time: 20-25 min. | 49.00 | 7.5 | 5.0 |
| **Greensboro-Winston-Salem-High Point** | Average<br>$63.05 | B-$5.15<br>L-$7.30<br>D-$15.20 | 90.70 | 7.8 | 88 | 5.40 | Limo: $6.75<br>Taxi: $11.00<br>Dist.: 9 mi. W<br>Time: 10-20 min. | N.A. | 8.0 | 5.0 |

[1] Average for establishments polled by S&MM. Rates may vary slightly among the townships in the two counties.

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **OHIO** | | | | | | | | | | |
| **Akron** | Average<br>$59.15 | B-$4.45<br>L-$6.50<br>D-$15.45 | $85.55 | 7.6% | 83 | $4.75 | Limo: $10.25<br>Taxi: $27.00<br>Dist.: 15 mi. SE<br>Time: 20-30 min. | $56.00 | 11.5% | 5.5% |
| **Canton** | Average<br>$52.25 | B-$4.75<br>L-$6.05<br>D-$13.15 | 76.20 | 13.0 | 74 | 4.00 | Limo: None<br>Taxi: $12.00<br>Dist.: 10 mi. NW<br>Time: 15-20 min. | N.A. | 11.0 | 6.0 |
| **Cincinnati** | Average<br>$58.60 | B-$5.95<br>L-$10.45<br>D-$18.70 | 90.10 | 7.4 | 87 | 5.50 | Limo: $7.00<br>Taxi: $16.00<br>Dist.: 13 mi. SW<br>Time: 20-30 min. | 49.35 | 10.0 | 5.5 |
| **Cleveland** | Average<br>$64.25 | B-$4.50<br>L-$8.60<br>D-$21.65 | 99.0 | 14.0 | 96 | 6.50 | Limo: None<br>Taxi: $16.00<br>Dist.: 10 mi. SW<br>Time: 20-40 min. | 53.35 | 13.0 | 7.0 |
| **Columbus** | Average<br>$60.65 | B-$5.85<br>L-$6.75<br>D-$18.90 | 92.15 | 10.8 | 89 | 5.00 | Limo: $5.25<br>Taxi: $11.50<br>Dist.: 7 mi. E<br>Time: 25 min. | 50.00 | 11.5 | 5.5 |
| **Dayton-Springfield** | Average<br>$49.15 | B-$4.90<br>L-$5.45<br>D-$13.65 | 73.15 | 5.1 | 71 | 4.00 | Limo: $7.00<br>Taxi: $12.50<br>Dist.: 12.5 mi. N<br>Time: 20-25 min. | 45.70 | 12.0 | 6.0 |
| **Toledo** | Average<br>$61.75 | B-$4.85<br>L-$6.05<br>D-$15.85 | 88.50 | 6.1 | 86 | 5.00 | Limo: $13.00<br>Taxi: $24.00<br>Dist.: 17 mi. SW<br>Time: 20-30 min. | 47.00 | 12.0 | 6.0 |
| **OKLAHOMA** | | | | | | | | | | |
| **Oklahoma City** | Average<br>$58.30 | B-$4.90<br>L-$8.35<br>D-$17.55 | 89.10 | 15.6 | 86 | 5.70 | Limo: $6.00<br>Taxi: $12.00<br>Dist.: 11 mi. SW<br>Time: 15-25 min. | 48.30 | 7.25 | 7.0 |
| **Tulsa** | Average<br>$60.45 | B-$4.90<br>L-$7.25<br>D-$15.60 | 88.20 | 18.0 | 85 | 5.50 | Limo: N.A.<br>Taxi: $10.00<br>Dist.: 9 mi. NE<br>Time: 20-30 min. | N.A. | 11.25 | 7.0 |
| **OREGON** | | | | | | | | | | |
| **Portland** | Average<br>$75.70 | B-$4.10<br>L-$6.40<br>D-$14.65 | 100.85 | 13.4 | 98 | 4.00 | Limo: $5.00<br>Taxi: $21.50<br>Dist.: 9 mi. NE<br>Time: 25-30 min. | N.A. | 7.0 | — |
| **PENNSYLVANIA** | | | | | | | | | | |
| **Harrisburg-Lebanon-Carlisle** | Average<br>$71.60 | B-$5.70<br>L-$7.95<br>D-$15.35 | 100.60 | 15.3 | 97 | 5.00 | Limo: $12.00<br>Taxi: $14.50<br>Dist.: 9 mi. S<br>Time: 45 min. | 56.45 | 6.0 | 6.0 |
| **Philadelphia** | Average<br>$91.00 | B-$7.35<br>L-$10.05<br>D-$22.05 | 130.45 | 18.2 | 126 | 5.75 | Limo: $6.00<br>Taxi: $14.00<br>Dist.: 8 mi. SW<br>Time: 30-40 min. | 52.80 | 11.0 | 6.0 |
| **Pittsburgh** | Average<br>$82.05 | B-$6.10<br>L-$7.40<br>D-$19.00 | 114.55 | 8.3 | 111 | 5.75 | Limo: $8.00<br>Taxi: $25.00<br>Dist.: 14 mi. W<br>Time: 35-40 min. | 58.45 | 9.0 | 6.0 |

## Selling Costs in 86 Major U.S. Markets

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **RHODE ISLAND** | | | | | | | | | | |
| **Providence-Pawtucket-Woonsocket** | Average<br>$74.25 | B-$5.10<br>L-$7.85<br>D-$13.35 | $100.55 | 7.7% | 97 | $5.80 | Limo: $5.75<br>Taxi: $15.00<br>Dist.: 7 mi. S<br>Time: 15-20 min. | $49.20 | 10.0% | 6.0% |
| **TENNESSEE** | | | | | | | | | | |
| **Memphis** | Average<br>$48.80 | B-$5.20<br>L-$6.60<br>D-$16.50 | 77.10 | 7.3 | 75 | 5.50 | Limo: $5.00<br>Taxi: $13.00<br>Dist.: 9 mi. SE<br>Time: 15-20 min. | 50.05 | 12.75 | 7.0 |
| **Nashville-Davidson** | Average<br>$55.25 | B-$5.80<br>L-$11.10<br>D-$18.60 | 90.75 | 4.4 | 89 | 5.50 | Limo: None<br>Taxi: $10.00<br>Dist.: 6 mi. SE<br>Time: 20-25 min. | 48.70 | 11.75 | 7.0 |
| **TEXAS** | | | | | | | | | | |
| **Austin** | Average<br>$73.30 | B-$7.00<br>L-$8.35<br>D-$15.20 | 103.85 | 4.7 | 101 | 5.65 | Limo: None<br>Taxi: $5.50<br>Dist.: 4 mi. NE<br>Time: 10-20 min. | 48.70 | 11.0 | 8.0 |
| **Dallas** | Average<br>$66.80 | B-$5.70<br>L-$9.80<br>D-$22.70 | 105.00 | 3.8 | 102 | 7.00 | Limo: $8.00<br>Taxi: $21.50<br>Dist.: 21 mi. NW<br>Time: 25-40 min. | 46.35 | 13.0 | 8.0 |
| **Fort Worth-Arlington** | Average<br>$59.25 | B-$5.25<br>L-$8.25<br>D-$17.25 | 90.00 | 10.4 | 87 | 5.00 | Limo: $6.00<br>Taxi: $22.00<br>Dist.: 24 mi. NE<br>Time: 30-40 min. | 46.35 | 11.0 | 7.0 |
| **Houston** | Average<br>$70.60 | B-$7.30<br>L-$10.15<br>D-$17.15 | 105.18 | 10.4 | 102 | 6.00 | Limo: $7.50<br>Taxi: $24.00<br>Dist.: 22 mi. N<br>Time: 30-50 min. | 45.05 | 14.0 | 8.0 |
| **San Antonio** | Average<br>$61.30 | B-$4.90<br>L-$8.00<br>D-$21.85 | 96.15 | 7.1 | 93 | 7.00 | Limo: $5.00<br>Taxi: $10.75<br>Dist.: 8 mi. N<br>Time: 15-20 min. | 45.35 | 13.0 | 7.5 |
| **UTAH** | | | | | | | | | | |
| **Salt Lake City-Ogden** | Average<br>$62.65 | B-$6.20<br>L-$8.10<br>D-$14.50 | 91.45 | 17.4 | 89 | 5.25* | Limo: $10.00<br>Taxi: $9.75<br>Dist.: 6 mi. NW<br>Time: 15-20 min. | 47.40 | 9.85 | 6.25 |
| **VIRGINIA** | | | | | | | | | | |
| **Norfolk-Virginia Beach-Newport News** | Average<br>$64.50 | B-$4.75<br>L-$6.60<br>D-$17.55 | 91.85 | 7.1 | 89 | 6.50 | Limo: $5.25<br>Taxi: $11.50<br>Dist.: 6 mi. NE<br>Time: 15-25 min. | 49.90 | 7.0 | 8.5 |
| **WASHINGTON** | | | | | | | | | | |
| **Seattle** | Average<br>$77.75 | B-$7.50<br>L-$8.55<br>D-$17.30 | 111.10 | 9.2 | 108 | 5.75 | Limo: $5.00<br>Taxi: $27.75<br>Dist.: 13 mi. S<br>Time: 20-30 min. | 51.10 | 12.9 | 8.0 |
| **WISCONSIN** | | | | | | | | | | |
| **Milwaukee** | Average<br>$59.05 | B-$5.20<br>L-$8.50<br>D-$17.40 | 90.15 | 11.3 | 87 | 5.25 | Limo: $6.50<br>Taxi: $16.00<br>Dist.: 7 mi. S<br>Time: 15-25 min. | 49.35 | 11.0 | 5.0 |

*In Salt Lake City, only private clubs may serve mixed drinks. In public restaurants, drinks may be purchased via a pour-your-own minibottle plus a setup fee.

## Selling Costs in 86 Major U.S. Markets

**DEFINITIONS:**

**LODGING:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater.

**MEAL COSTS:** A 15% tip is included in each meal cost shown. B—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). L—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). D—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal).

**PER DIEM TOTAL:** Total one-day cost of lodging and meals.

**PER DIEM INCREASE:** Percent change from 1986 to 1987 in total one-day cost of lodging and three meals.

**PER DIEM INDEX:** A city's per diem total expressed as a ratio of the U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average).

**COST OF TWO DRINKS:** Price for two martinis made from the bar's house liquor.

**AIRPORT TO DOWNTOWN:** Fare information is for first city in metro area title. Driving times are approximate.

**AUTO RENTAL:** Costs are based upon the published nondiscountable daily rates of major companies. Applicable local gas charges for 50 miles have been added.

**NOTES: AVERAGE** is the sum of the dollar amounts divided by the number of responses.

**MEDIAN** is the dollar amount that has an equal number of responses above and below it.

SOURCES: Sales & Marketing Management; *How To Get from the Airport to the City All Around the World*, © 1987 Norman Crampton, published by M. Evans and Company; *Hotel & Motel Red Book*, published by Official Airline Guides for the American Hotel and Motel Association; Runzheimer Internatonal, *Runzheimer Meal-Lodging Cost Index*.

**TABLE I-11**

## Selling Costs in Major Canadian Markets*

| METRO AREA | LODGING (DAILY) | MEALS (MEDIAN) | PER DIEM TOTAL | PER DIEM INCREASE 1986-1987 | PER DIEM INDEX | COST OF TWO DRINKS | AIRPORT TO DOWNTOWN | PER DIEM AUTO RENTAL | LODGING TAX | MEAL TAX |
|---|---|---|---|---|---|---|---|---|---|---|
| **Calgary, Alberta** | Average<br>$69.20 | B-$6.90<br>L-$7.75<br>D-$16.05 | $99.90 | −2.0% | 83 | $6.25 | Limo: $5.00<br>Taxi: $15.00<br>Dist.: 5 mi. NE<br>Time: 30 min. | N.A. | — | — |
| **Montreal, Quebec** | Average<br>$91.15 | B-$7.80<br>L-$14.40<br>D-$18.45 | 131.80 | 4.0 | 110 | 9.80 | Limo: $6.00<br>Taxi: $19.00<br>Dist.: 14 mi. W<br>Time: 20-30 min. | N.A. | — | 10.0% |
| **Ottawa, Ontario** | Average<br>$78.75 | B-$8.50<br>L-$10.15<br>D-$13.95 | 111.35 | 2.0 | 93 | 8.20 | Limo: $4.50<br>Taxi: $14.50<br>Dist.: 5 mi. S<br>Time: 20-30 min. | N.A. | 5.0% | 7.0 |
| **Toronto, Ontario** | Average<br>$95.65 | B-$7.00<br>L-$12.95<br>D-$18.60 | 134.20 | 5.0 | 112 | 7.70 | Limo: $7.00<br>Taxi: $20.00[1]<br>Dist.: 18 mi. NW<br>Time: 30-45 min. | N.A. | 5.0 | 7.0 |
| **Vancouver, British Columbia** | Average<br>$96.90 | B-$8.65<br>L-$10.95<br>D-$18.10 | 134.60 | 3.0 | 113 | 9.00 | Limo: $5.75<br>Taxi: $15.00<br>Dist.: 11 mi. SW<br>Time: 30-40 min. | N.A. | 7.0 | — |
| **Winnipeg, Manitoba** | Average<br>$69.15 | B-$7.00<br>L-$10.90<br>D-$17.15 | 104.20 | 14.0 | 87 | 9.00 | Limo: $7.00<br>Taxi: $7.00<br>Dist.: 4 mi. W<br>Time: 15 min. | N.A. | 6.0 | 7.0 |

**DEFINITIONS:**

**LODGING:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater.

**MEAL COSTS:** A 15% tip is included in each meal cost shown. B—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). L—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). D—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal).

**PER DIEM TOTAL:** Total one-day cost of lodging and meals.

**PER DIEM INCREASE:** Percent change from 1986 to 1987 in total one-day cost of lodging and three meals.

**PER DIEM INDEX:** A city's per diem total expressed as a ratio of all-Canadian average (an index of 102, for example, means that the area's total cost is 2% above the national average).

**COST OF TWO DRINKS:** Price for two martinis made from the bar's house liquor.

**AIRPORT TO DOWNTOWN:** Driving times are approximate.

**NOTES: AVERAGE** is the sum of the dollar amounts divided by the number of responses.

**MEDIAN** is the dollar amount that has an equal number of responses above and below it. All costs are in Canadian dollars.

* In Canadian dollars

**N.A.**—Not available

[1] Represents fare for four riders.

SOURCES: Sales & Marketing Management; *How To Get from the Airport to the City All Around the World*, © 1987 Norman Crampton, published by M. Evans and Company; *Hotel & Motel Red Book* published by Official Airline Guides for the American Hotel and Motel Association.

SECTION II

# COMPENSATION

# HOW MUCH DO YOU REALLY SPEND ON SALES?

## A look at how your salespeople spend their time can help you manage costs more effectively, while providing better service to your customers.

BY MARK BLESSINGTON,
SIBSON & CO., INC.

How much do we actually spend on selling? It's a question that's frequently ignored when managers review last year's expenditures and prepare next year's budget. The following case histories are presented in order to illustrate two of the many ways this question can be answered. In the first example, "The Case of Shifting Account Maintenance Responsibilities," a large printing company is gearing up to increase its penetration of existing accounts, in addition to selling a number of larger new accounts.

The challenge, then, is twofold: First, to attain account penetration through the use of salespeople currently assigned to large accounts (or assign additional salespeople to large accounts); and second, to assign top salespeople to these larger prospects. In order to meet these challenges, the company needs to assess exactly how much money it is spending on selling large accounts, and in particular, the time being spent on actively selling new printing jobs to these accounts.

Since salespeople have a number of different responsibilities related to the ongoing service of their accounts, a considerable amount of non-selling activity is to be expected. A survey of the sales force indicated that less than 20% of salespeoples' time is spent selling new jobs. Naturally, this number was far below management's expectations. Based on this, salespeople were then asked how they would ideally re-allocate their own time. A total of 37 days were targeted for more selling time by reducing the time spent in four other areas (see Exhibit 1). Overall, large producers were found to be more consumed with service and support activities than junior salespeople, and many of these heavy hitters were responsible for accounts with limited penetration opportunities. Consequently, several key steps were taken toward improving productivity:

- Activities tangential to the sales staff were moved to sales support.
- The responsibility and accountability of customer service in meeting customer needs was increased.
- Low penetration opportunity accounts were transferred from heavy hitters to junior salespeople, with the heavy hitters then assigned the larger, new prospects.
- Heavy hitters and junior salespeople on some large, high-penetration accounts were teamed, with junior salespeople managing current business and heavy hitters working on selling new business within the same account.

By re-allocating the money spent on the sales force and increasing the role played by support functions, the company was then positioned to improve sales productivity and aggressively increase its market share with large accounts. Basically, the solution to such problems involves an effort to find out what your "real" selling time is, and then making the necessary adjustments.

Perhaps the best way to determine how selling time is spent is to survey your sales force directly. With around 30 simple questions, you can find out how much time is being spent on a variety of sales-related tasks. A sample set of functions is provided in Exhibit 2. A second technique for finding your real selling time is to ask your salespeople to divide 100% of their time among a specific group of activities (see Exhibit 3).

### MANAGING SERVICE

The next example, "The Case of Too Much Service," concerns a major player in the automotive aftermarket industry that is experiencing a slow decline in unit volume. The company suspected their compensation plan was the problem, but they also surveyed their

### Making Changes in How Time Is Spent

| **DECREASES:** | **NO. OF DAYS** |
|---|---|
| 1. Coordinating the production of ongoing jobs | −22 |
| 2. Calculating price quotes | −7 |
| 3. Finding ways for the plant to meet customer requirements for new jobs | −4 |
| 4. Completing new job paperwork | −4 |
| | **TOTAL −37** |

| **INCREASES:** | **NO. OF DAYS** |
|---|---|
| 1. Sales meetings with prospects | +15 |
| 2. Sales meetings with customers | +12 |
| 3. Telephone calls to prospects | +10 |
| | **TOTAL +37** |

## Tasks Performed by Salespeople

**SALES AND SERVICE:**
Sales meetings
Sales blitzes
Telephone calls
Joint sales calls
Travel
Customer forms
Service meetings
Customer training
Inventory checks
Resolving complaints
Trade shows

**ADMINISTRATION:**
Expense and activity reports
Time planning
Miscellaneous management reports
District, regional & national meetings
Miscellaneous meetings
Administrative travel

**MANAGEMENT:**
Forecasting, planning & budgeting
Planning programs
Conducting research
Training
Motivation and guidance
Vacation stand-ins
Recruiting

salespeople to find out how much time was actually being spent on selling vs. performing service-related, administrative, or managerial duties. Management was surprised to find that only 37% of their salespeoples' time (88 days per year) was actually spent on selling.

When time spent on servicing customers was converted to dollars, surprise quickly turned to shock. Out of $72,000 in direct selling costs per territory, $20,200 was being spent on servicing customers, which equaled a total of over $2 million in 100 territories (see Exhibit 4).

With sales behind schedule and competition heating up, selling—rather than service—obviously needed a much greater emphasis. In their search for a solution, the service function was broken down into its various components and spread among different types of customers. The information indicated that inventory updates consumed the largest portion of service time (see Exhibit 5).

A better use of time for both the manufacturer and the customer, management said, would be selling the product line and promotions to dealers in order to increase sales volume at the jobber and distributor levels.

A reduction in service was then planned by moving some responsibility for inventory updates from the manufacturer back to the customer. While salespeople would still play an important role in the updating of inventories, they would personally perform fewer of the physical tasks. A total of 13 days per territory, or 1,300 days for the

## Allocating Time

**What percent of your time is spent...**
1. ...... Selling?
...... Servicing?
100% TOTAL
2. ...... Developing new business?
...... Maintaining current accounts?
100% TOTAL
3. ...... Selling to distributors?
...... Selling to end users?
100% TOTAL
4. ...... Servicing distributors?
...... Servicing end users?
100% TOTAL
5. ...... Selling product A?
...... Selling product B?
...... Selling product C?
100% TOTAL

**ADTS Driver Training Programs can save your company dollars... and lives.**

Safe-driving courses for employees cut accident losses, improve fleet operating efficiency.

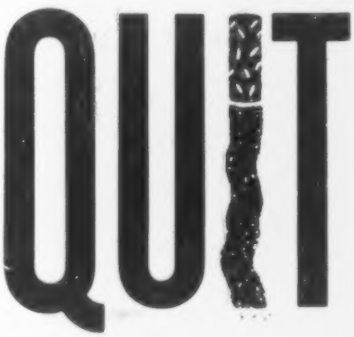
**Here's what you get:**
- Expert instruction by police officers specially trained in highway and traffic safety
- Intensive program of classroom and behind-the-wheel instruction
- Choice of two-day, one-day or half-day programs
- Curriculum tailored to your company's needs
- Classes conducted at site of your choosing

**Here's how you benefit:**
- **Reduce property damage to, and from, company vehicles**
- **Prevent employee injuries and death**
- **Cut insurance premiums**
- **Reduce liability claims**
- **Reduce lost manhours**
- **Reduce fleet operating costs**

For information, write or call:
Advanced Driver Training Services
*The Fleet Safety Specialists*
(215) 337-1388
P.O. Box 722 • King of Prussia, PA 19406

Circle No. 111 on Reader Service Card

**There's only one way to come out ahead of the pack.**



American Heart Association
WE'RE FIGHTING FOR YOUR LIFE

company's 100 territories (almost $400,000 worth of time at $300 per day), were then transferred from service to sales (see Exhibit 6). The reallocation of time provided a 15% increase in the actual number of selling days and better positioned salespeople for reversing the negative trend in sales.

### HOW NOW

What these cases reveal is that when reviewing selling costs and preparing budgets, it is important to occasionally evaluate how your sales dollars are actually being spent. Examine how your salespeople are spending their time, ask them how they would like to re-direct their efforts, and look for opportunities to make trade-offs between selling and other activities. Once you do this, you may find a number of more productive ways to leverage selling time while also meeting the service needs of your customers.

---

*Mark Blessington is national practice leader of sales management for Sibson & Company, Inc., a Princeton, NJ-based consulting firm that specializes in compensation-related issues for sales and marketing.*

### Time and Money Spent Per Salesperson

| FUNCTION | DAYS | PERCENT | COST |
|---|---|---|---|
| Sales to current accounts and prospecting new accounts | 88 | 37% | $26,600 |
| Service | 67 | 28% | $20,200 |
| Administration & management | 85 | 35% | $25,200 |

### Service Days Spent by Type of Customer

| CUSTOMER | INVENTORY UPDATES | PRODUCT LIFTS | LOCATION MOVES | NEW SHELVING | TOTAL |
|---|---|---|---|---|---|
| Distributor | 14 | 6 | 3 | 2 | 25 |
| Jobber | 21 | 9 | 4 | 3 | 37 |
| Dealer | 2 | 1 | 1 | 1 | 5 |
| **TOTAL DAYS** | **37** | **16** | **8** | **6** | **67** |

### Reallocation of Service Days

| COMPONENT | INVENTORY UPDATES | PRODUCT LIFTS | LOCATION MOVES | NEW SHELVING | TOTAL |
|---|---|---|---|---|---|
| Current service | 37 | 16 | 8 | 6 | 67 |
| Reduction | 8 | 3 | 1 | 1 | 13 |
| **NEW SERVICE LEVEL** | **28** | **13** | **7** | **5** | **54** |

smart channels

**FREE NO-RISK TRIAL OFFER!**

SMART CHANNELS,® the marketing magazine-on-a-disk. Your new single source for the latest information on today's electronic marketing technologies. SMART CHANNELS turns your PC into a powerful marketing resource that gives you "hands on" experience with the newest electronic sales and marketing tools.

Subscribe now, without risk or obligation, at the limited time charter rate of just $190 for six bimonthly issues. Your first SMART CHANNELS disk will be sent to you to use FREE for 30 days. If you're not satisfied, tell us to cancel within 30 days and receive a prompt refund of the full amount. You may cancel at any time thereafter and receive a full refund on all unmailed issues.

To reserve your subscription, send a check to SMART CHANNELS, 4 MAPLE STREET, SUITE 2A, QUINCY, MA 02169. Or charge SMART CHANNELS TO YOUR VISA OR MASTERCARD. CALL **1-800-338-4359** TODAY! (In MA, 617-773-2340).

Circle No. 113 on Reader Service Card

# Salespeople's Average Annual Compensation

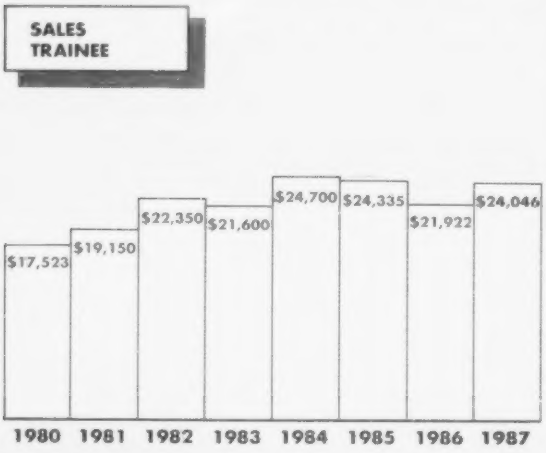
## DEFINITIONS OF SALES PERSONNEL

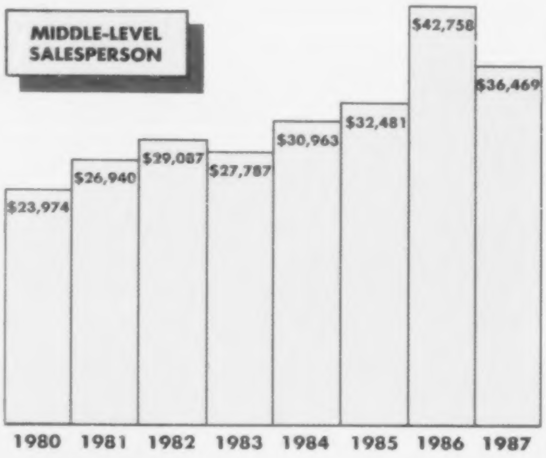
**Sales Trainee:** Anyone at an entry level who is in the process of learning about the company's products, services, and policies in preparation for a regular sales assignment.

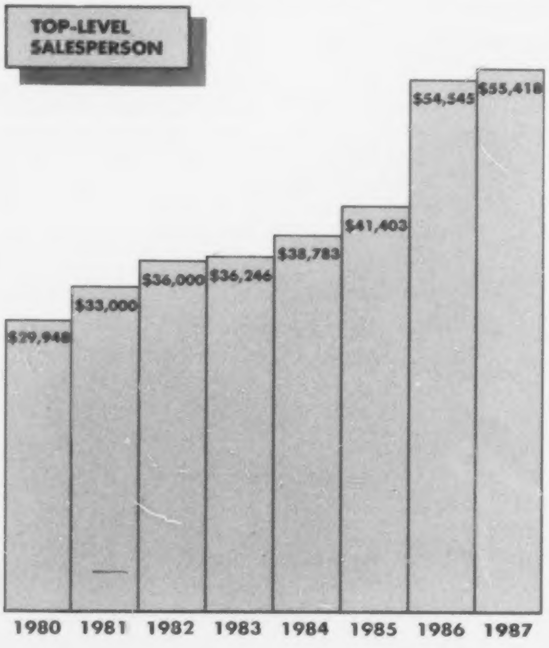
**Middle-Level Salesperson:** A "regular" salesperson with selling experience ranging from a beginner, who primarily contacts already established customers and accounts, to more experienced field sales personnel who have a broad knowledge of products and/or services and are selling in established territories as well as developing new prospects.

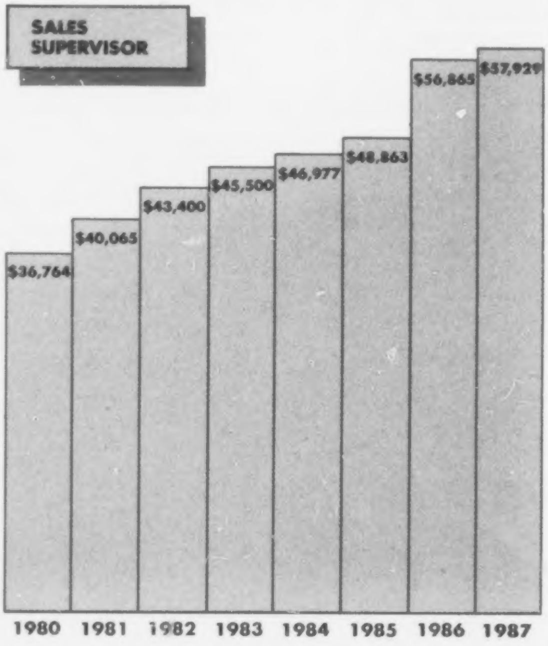
**Top-Level Salesperson:** A salesperson at the highest level of selling responsibility who is completely familiar with the company's products, services, and policies. A salesperson at this level usually has many years of experience and is assigned to a company's major accounts or territories.

**Sales Supervisor:** A veteran who, due to his ability and experience, leads others. Although his primary function is to direct the activities of the sales force (and in some cases, to train salespeople), he may also retain certain key accounts.









**NOTES: COMPENSATION** equals salary plus commissions and incentives but excludes T&E (travel and entertainment) expenses. Figures for the years 1980-85 apply to consumer goods, industrial goods, and "other," that is, insurance, transportation, utilities, and services, and represent medians as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986 & 1987 represent averages compiled by Sales & Marketing Management in a survey of consumer, industrial, and service companies. CAUTION: Due to the differences between the ECS and S&MM surveys, comparisons between 1986 or 1987 and previous years should not be made since the methods involved in gathering these data differ.

# Compensation for Sales-Support Personnel

## DEFINITIONS OF SALES-SUPPORT PERSONNEL

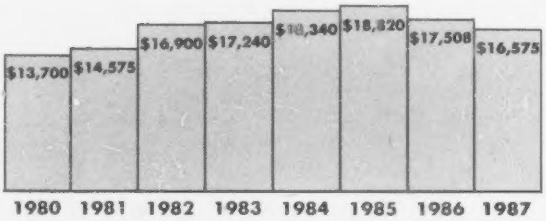
**Level I—Basic:** Performs assigned tasks using established procedures that require little evaluation. Generally reports to a supervisor.

**Level II—Intermediate:** A worker who performs tasks involving limited responsibilities and standard procedures. Some originality is called for, although evaluation by supervisory personnel is still required.

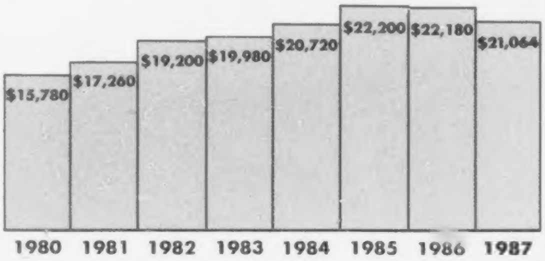
**Level III—Highest non-supervisory:** Expected to exercise considerable originality and, in some cases, make evaluations. Personnel at this level also assist in training and supervision of Level I employees.

**Level IV—Supervisor:** This individual's primary job is to direct others, assigning tasks and making evaluations. He also consults with superiors on more complex phases of assigned work.

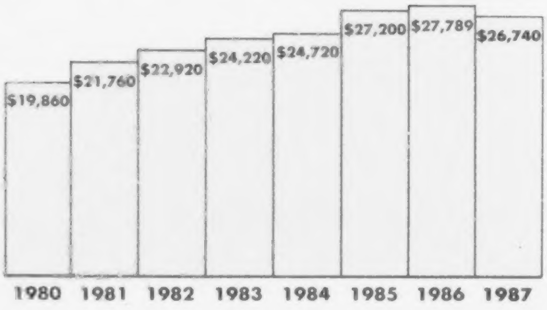
**LEVEL I**



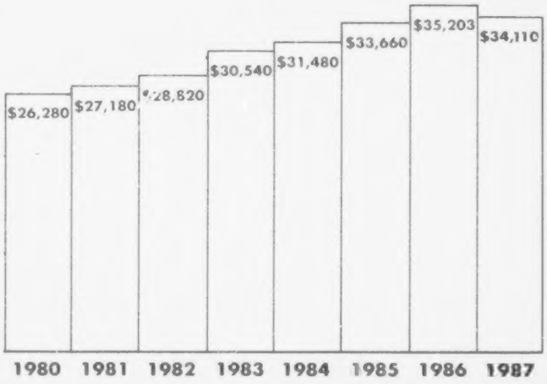
**LEVEL II**



**LEVEL III**



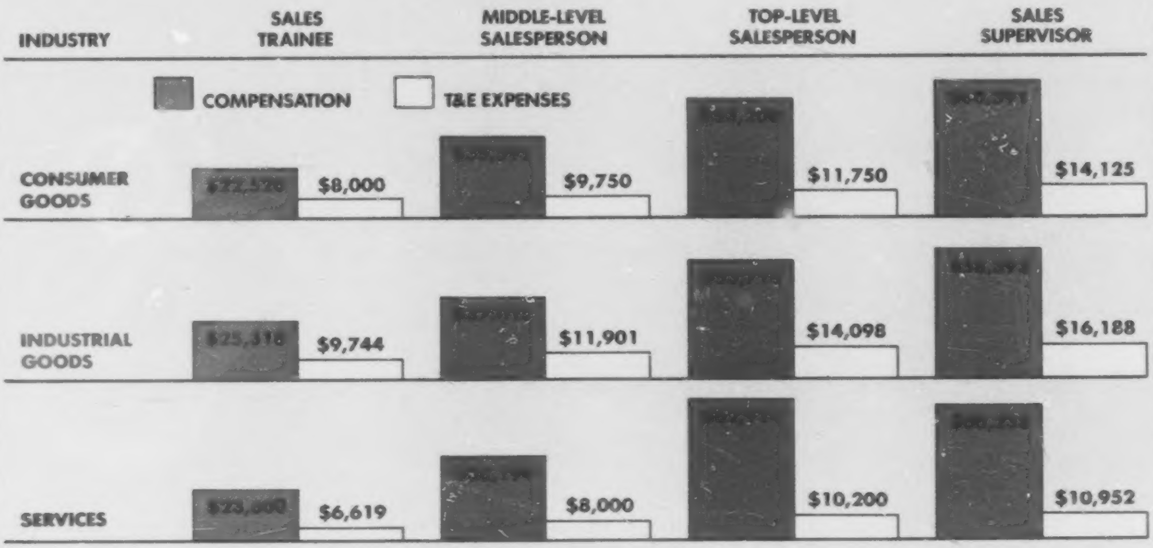
**LEVEL IV**



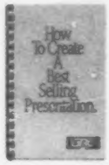
**NOTES:** Sales-support personnel include sales analysts, customer service representatives, sales correspondents, sales training reps, exhibit & display coordinators, etc. Figures for 1980-85 represent medians as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986 & 1987 represent averages compiled by Sales & Marketing Management in a survey of consumer, industrial, and service companies. CAUTION: Due to this new benchmark, comparisons between 1986 or 1987 and previous years should not be made since the methods involved in gathering these data differ.

TABLE II-3

Salespeople's Average 1987 Compensation



**NOTES: Compensation** includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, and lodging.
SOURCE: *Sales & Marketing Management Survey of Selling Costs.*


How To Create A Best Selling Presentation

Your reports should be dressed as well as you are!

Like it or not, people judge you in part by the clothing you wear. And they judge your reports and proposals in much the same way.

Luckily, it's easy and inexpensive to give those reports a quality appearance outside as well as inside.

Bind them professionally, in house. GBC helps you choose the right binders—colored or clear, personalized or plain, textured or smooth. Plus, you can use GBC's new StyleWriter™ Lettering System, with 131 type sizes and fonts, to set your own headlines and graphics.

Most GBC equipment is as small as a typewriter. And easier to use.

To find out more and get a free presentation guide, please mail the coupon or call the number below. You'll be surprised how easily you can dress your reports for impact, respect, success, and power.

GBC®
1-800-DIAL-GBC

Free Presentation Guide
PA-SM-02-10
Please send me more details, plus a booklet filled with tips for creating best selling presentations. (No cost or obligation.)

Name (please print) ____________________
Company ____________________
Company Address ____________________
City ____________ State ______ Zip ______
Phone ____________________

Call toll free: 1 800 DIAL GBC. Or mail to GBC, One GBC Plaza, Northbrook, IL 60062

STAPLE BUSINESS CARD HERE AND MAIL.

GBC. We cover you with style!

Circle No. 107 on Reader Service Card

*Profits from Packaging*

Double Ring
Deluxe Large Pendant
Pouches in a variety of materials
Drop Front Storage Trays for Trays or Pads

*Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.*

**1-800-828-7701**

*(in New York State)* **1-800-462-1151**

**GERALD FRIED DISPLAY CO., INC.**
550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

**GF** **Call or Write for Free Catalog**

Circle No. 127 on Reader Service Card

TABLE II-4

## Total Selling Expenses For Selected Industries

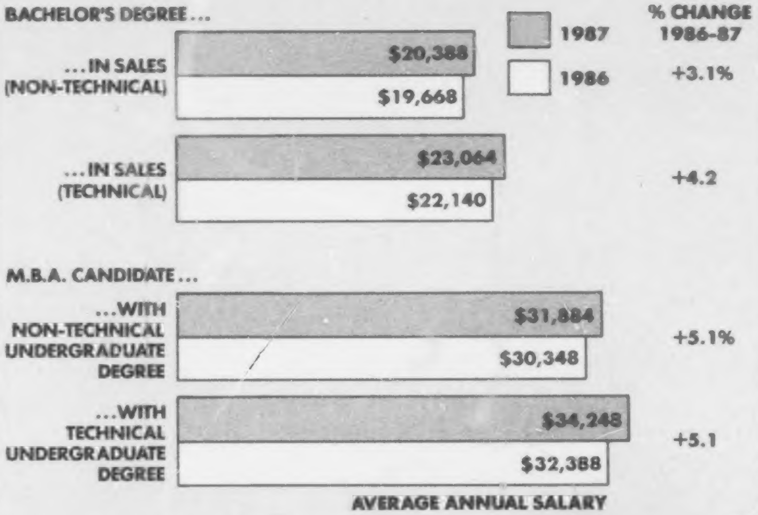
| INDUSTRY | AVERAGE COMPENSATION | T&E EXPENSES | TOTAL EXPENSES |
|---|---|---|---|
| **Consumer** | | | |
| Building materials | $54,250 | $15,500 | $69,750 |
| Chemicals/wholesale | 45,250 | 11,875 | 57,125 |
| Commercial printing | 39,153 | 10,145 | 49,298 |
| Household furniture | 51,875 | 7,750 | 59,625 |
| **Industrial** | | | |
| Construction | $52,250 | $ 4,500 | $56,750 |
| Electronic computers | 43,562 | 7,857 | 51,419 |
| Furniture | 44,000 | 11,000 | 55,000 |
| Medical equip./wholesale | 46,909 | 13,545 | 60,454 |
| Medicinals & botanicals | 48,818 | 17,000 | 65,818 |
| Packing & crating | 38,066 | 6,166 | 44,232 |
| Packing & sealing devices | 39,866 | 12,727 | 52,593 |
| Paper mills | 37,875 | 14,000 | 51,875 |
| Plumbing & heating equip. | 36,285 | 8,666 | 44,951 |
| **Service** | | | |
| Advertising | $37,071 | $10,428 | $47,499 |
| Computer services | 63,562 | 8,846 | 72,408 |
| Consulting services | 48,333 | 9,300 | 57,633 |
| Data processing services | 48,166 | 6,000 | 54,166 |
| Graphic design | 27,888 | 12,644 | 40,532 |
| Insurance | 54,625 | 6,625 | 61,250 |

**NOTES: Average Compensation** includes base salary, commission, and bonus.
**T&E Expenses** include travel, entertainment, food, and lodging costs.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

TABLE II-5

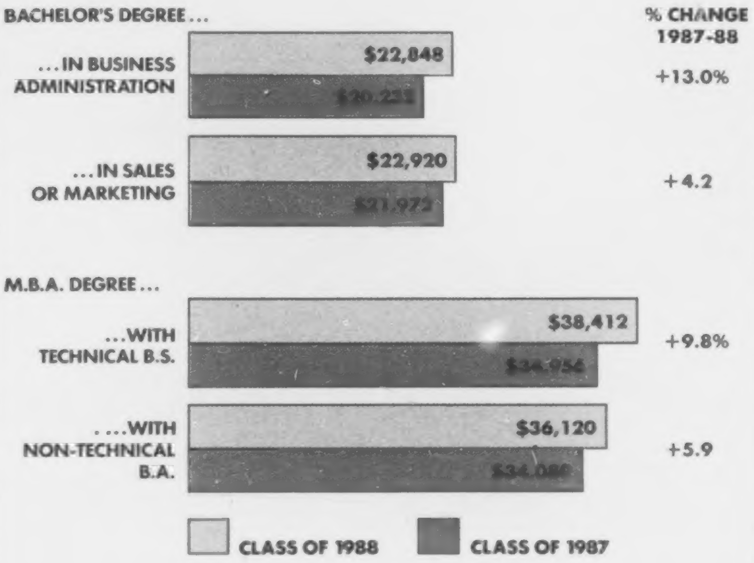
## Starting Salaries of Trainees with College Degrees



**NOTES:** This salary survey is a study of beginning salary offers made to graduating students during the recruiting period September through June and reports offers, not acceptances, with no limit on the number of offers per student. Data have been gathered from 164 placement offices located throughout the U.S. M.B.A. candidates are defined as students seeking a degree in Business Administration, Industrial Management, or Commerce. Candidates with a non-technical undergraduate degree are defined as those with less than one year of full-time, non-military employment.

SOURCE: College Placement Council, *Salary Survey—A Study of 1986-87 Beginning Offers.* 1987

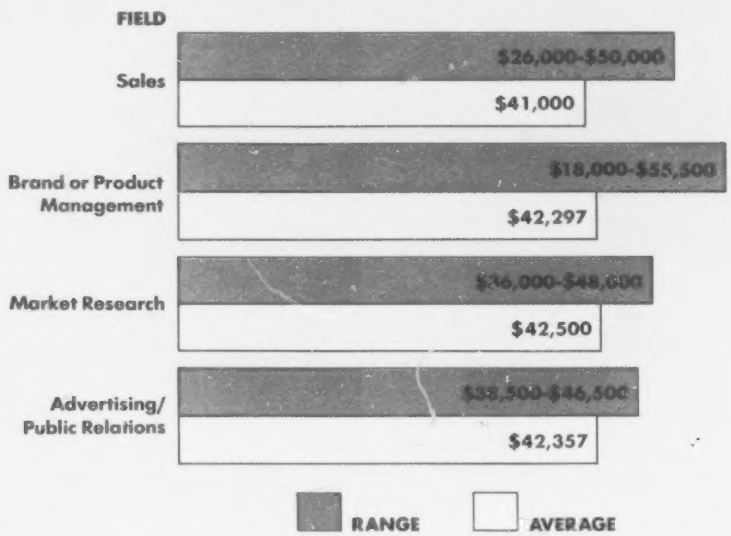
## Starting Salaries of College Graduates to be Hired



**NOTES:** The salaries shown are what companies offered, not what they actually paid.

SOURCE: *The Northwestern Lindquist-Endicott Report*, 1988 by Dean Victor R. Lindquist. Published by Northwestern University Placement Center; full report available for $25.00.

## Salary Statistics for M.B.A. Graduates Entering Marketing



**NOTES:** The survey sample includes graduates with four years' experience prior to receiving their M.B.A. Figures represent 83.9% of the total class that reported accepting jobs.

SOURCE: University of Pennsylvania; The Wharton School, *The Wharton School M.B.A. Placement Survey*, Class of 1987.

THE TOYOTA TOUCH
The Toyota Touch is the philosophy that customer satisfaction is our most important goal. It is our ongoing commitment to satisfy you every step of the way. With over 1,000 Toyota Dealers nationwide, we are readily available to meet your parts, service and overall fleet needs. For more personalized information, contact the Toyota Regional Fleet Manager nearest you.

NATIONAL FLEET DEPARTMENT
Toyota Motor Sales, U.S.A., Inc.
Don Esmond
(213) 618-[illegible]

BOSTON REGIONAL OFFICE
J.D. Tibbetts
(617) 329-5701

CHICAGO REGIONAL OFFICE
Bob Carter
(312) 260-6210

CINCINNATI REGIONAL OFFICE
Dave Satchel
(513) 745-7500

DENVER REGIONAL OFFICE
Kurt Palisi
(303) 799-6776

GULF STATES TOYOTA, INC.
J.D. MacArthur
(713) 744-3300

KANSAS CITY REGIONAL OFFICE
Rick Wilsey
(816) 891-1000

LOS ANGELES REGIONAL OFFICE
Ted Lee
(714) 833-8123

MID-ATLANTIC TOYOTA DISTRIBUTORS, INC.
Jim Thompson
(301) 760-1500

NEW YORK REGIONAL OFFICE
Gary McGriff
(201) 575-7600

PORTLAND REGIONAL OFFICE
Bob Coplin
(503) 255-6440

SAN FRANCISCO REGIONAL OFFICE
Bob Neis
(415) 830-8300

SOUTHEAST TOYOTA DISTRIBUTORS, INC.
Ted Pass
(305) 429-2000

SECTION III

# SALES MEETINGS & SALES INCENTIVES

SALES MEETINGS
AND SALES TRAINING

# THE SALES MEETING BUDGET: A TALE OF THREE CITIES

## An examination of meeting costs for different locations reveals which pieces of the pie are most easily digested.

Where should you hold your next sales meeting? The answer is not as simple as it might seem. What makes one destination more desirable than another is not a matter of geography or location, but one of costs; things like the price of auto rental, airfares, rooms, and meals. To illustrate how you can make more effective use of your meeting dollars, here's an item-by-item breakdown of costs for the same sales meeting held in three different cities: Detroit, Atlanta, and Dallas. The charts showing individual expenses have been drawn up using data from the following *Survey of Selling Cost* tables:

TABLE I-10: *Selling Costs in 86 Major U.S. Metros*
TABLE III-4: *Sales Meeting Costs*
TABLE III-6: *Selected Airport Hotels*
TABLE IV-3: *A-V Equipment Purchase & Rental Costs*
TABLE V-6: *Airfares for the 25 Most-Traveled Routes*

The scenario involves a 3-day sales meeting to be attended by a core of 15 people from the company's home office in New York City, with four additional people as part-time attendees. In each case, the meeting will be held at a major chain hotel located at or near the airport of the city in question. Costs for lodging and meals can be found in Table III-6, meeting-related costs in Table III-4, A-V expenses in Table IV-3, transportation costs in Table V-6, and tax and auto rental data in Table I-10.

In this example, the per-person rate for double-occupancy **Lodging** is entered first, calculated by adding the lodging tax rate to the appropriate figure from Table III-6. The number of times this cost is incurred is 47, since the 15 core attendees will need three nights' lodging apiece and two of the four additional attendees will need a room for one night. **Meal Costs** (also including tax) are factored in next, with the figures in column 2 reflecting the addition of part-time attendees for certain meals on the second and third days.

There will be a total of five **Coffee Breaks** over the course of the 3-day meeting, with the per person cost multiplied by 77, due to the fact that the break on the morning of the third day will include 17 rather than 15 people. A **Cocktail Party** planned for the evening of the second day will include a total of 17 attendees, and the cost of a **Hospitality Suite** is not entered, since this element is usually reserved for trade shows or conventions.

The cost of **Meeting Rooms** (in this case, only one room will be needed) is multiplied by three (days), with the totals for each individual line entered under column 3, **Total Cost Per Element**. By adding the totals for lines 4 through 9, we arrive at a **Subtotal for In-house Costs** which is then entered on line 10, column 3.

Supplementary costs can then be added, beginning with **A-V Expenses** of $483.00 for the 3-day rental of a videocassette player and large-screen receiver. Costs for **Meals Away from the Hotel** will not be incurred here, since all meals will be taken at the hotel. Because the meeting is being held at the airport, the cost of **Transportation to and from the Airport** will be eliminated, as will the cost of **Auto Rental**, which will help keep overall expenses down.

**Transportation to the Meeting**

**EXHIBIT 1**

Detroit

| **IN-HOUSE COSTS:** | **1. CITY/METRO COSTS** | **2. NO. OF TIMES COST IS INCURRED** | **3. TOTAL COST PER ELEMENT** |
|---|---|---|---|
| 4. Lodging | $104.50 | 47 | $4,911.50 |
| 5. Meal Costs | | | |
| Breakfast | $10.50 | 47 | $493.50 |
| Lunch | $14.25 | 49 | $698.25 |
| Dinner | $18.56 | 32 | $593.92 |
| 6. Coffee Breaks | $3.00 | 77 | $231.00 |
| 7. Cocktail Party | $14.00 | 17 | $238.00 |
| 8. Hospitality Suite | | | |
| 9. Meeting Rooms | $125.00 | 3 | $375.00 |
| 10. Subtotal for In-house Costs | | | $7,541.17 |
| **SUPPLEMENTARY COSTS:** | | | |
| 11. A-V Expenses | | | $483.00 |
| 12. Meals Away from Hotel | | | |
| 13. Transportation to and from Airport | | | |
| 14. Auto Rental | | | |
| 15. Transportation to Meeting Destination | $204.50 | 34 | $6,953.00 |
| 16. Misc. Materials | | | $1,450.00 |
| 17. Subtotal for Supplementary Costs | | | $8,886.00 |
| 18. Subtotal for In-house Costs | | | $7,541.17 |
| 19. **Total Costs** | | | **$16,427.17** |
| 20. Meeting Participants | | | 17 |
| 21. Average Cost Per Participant | | | $966.30 |

**PUBLISHER:** Joseph M. Migliore

**ADVERTISING SALES:**

**East:**
633 Third Ave.
New York, NY 10017
Phone 212-986-4800
Bob Benson, Kate Hodgin, John Nuzzi

**Midwest:**
307 N. Michigan Ave.
Chicago, IL 60601
Phone 312-782-1266
Jerry Good, Cheryl Kilberg

**West:**
(Includes Hawaii & Mexico)
10540 Talbert Ave.
East Tower, Suite 150
Fountain Valley, CA 92708
Phone 714-962-7639
Scott Evans

**Canada:**
American Publishers Representatives Ltd.
41 Britain St., Suite 303
Toronto, Ontario M5A 1R7
Phone 416-363-1388
Alan Gosbee, Alex Kinninmont

**CIRCULATION:**
Judy Berlin, Renewals & Billing Manager; Shelagh McCann, New Business Manager; Veronica Wynn, Customer Service Representative: 212-984-2314 (9am-5pm Eastern time); Subscription orders: 1-800-543-3000, operator 202.

**BUSINESS STAFF:**
Joseph Furey, Business Manager; Lynn Peretz, Production Manager; Fern E. Greenberg, Advertising Production Manager; Andrea Naso Nord, Promotion Manager; RoseMarie Lucus, Assistant to the Publisher; Cheryl V. Green, Susan Levine, Staff Assistants; Kate Hodgin, Manager, Expo Postcard Mailer.

**BILL COMMUNICATIONS, INC:**
Officers: John W. Hartman, Chairman of the Board; Morgan T. Browne, President; Bernard C. Kovach, Executive Vice President; Irwin I.L. Levine, Treasurer; Vice Presidents: Jeffrey P. Berlind, Murray B. Elman, Malcolm W. Riley, Stanley J. Romaine, Edward J. Spar, Paul F. Weintraub; Thomas W. Tzoucalis, Director of Manufacturing.

**PUBLICATIONS AND DIVISIONS:**
Publications: FoodService Director, Incentive, Institutional Distribution, Jobber Retailer, Modern Tire Dealer, Plastics Technology, Restaurant Business, Restaurant and Hotel Design, Sales & Marketing Management, Successful Meetings.
Information Divisions: Market Statistics, Plaspec, Sales Builders, SM Data Bank.

**STATEMENT OF PURPOSE:**
*Sales & Marketing Management* is directed toward executives responsible for managing the sales and marketing functions in their organizations. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10017.

EXHIBIT 2

## Atlanta

| **IN-HOUSE COSTS:** | **1. CITY/METRO COSTS** | **2. NO. OF TIMES COST IS INCURRED** | **3. TOTAL COST PER ELEMENT** |
|---|---|---|---|
| 4. Lodging | $123.17 | 47 | $5,788.99 |
| 5. Meal Costs | | | |
| Breakfast | $12.55 | 47 | $589.85 |
| Lunch | $17.48 | 49 | $856.52 |
| Dinner | $23.05 | 32 | $737.60 |
| 6. Coffee Breaks | $3.65 | 77 | $281.05 |
| 7. Cocktail Party | $17.40 | 17 | $295.80 |
| 8. Hospitality Suite | | | |
| 9. Meeting Rooms | $142.50 | 3 | $427.50 |
| 10. Subtotal for In-house Costs | | | $8,977.31 |
| **SUPPLEMENTARY COSTS:** | | | |
| 11. A-V Expenses | | | $483.00 |
| 12. Meals Away from Hotel | | | |
| 13. Transportation to and from Airport | | | |
| 14. Auto Rental | | | |
| 15. Transportation to Meeting Destination | $222.50 | 34 | $7,565.00 |
| 16. Misc. Materials | | | $1,450.00 |
| 17. Subtotal for Supplementary Costs | | | $9,498.00 |
| 18. Subtotal for In-house Costs | | | $8,977.31 |
| 19. **Total Costs** | | | **$18,475.31** |
| 20. Meeting Participants | | | 17 |
| 21. Average Cost Per Participant | | | $1,086.78 |

EXHIBIT 3

## Dallas

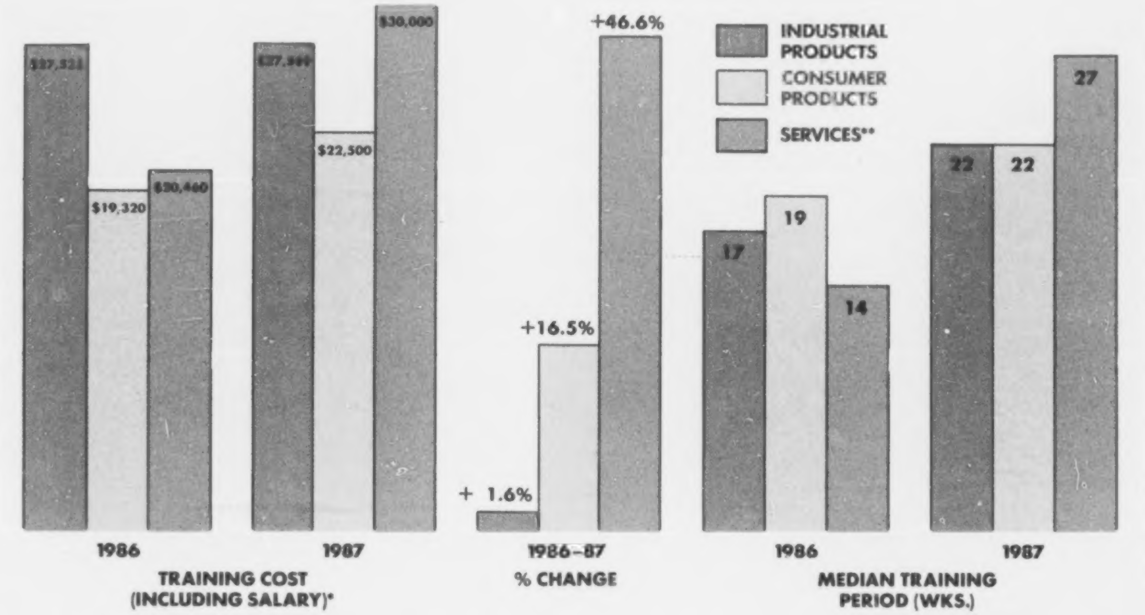
| **IN-HOUSE COSTS:** | **1. CITY/METRO COSTS** | **2. NO. OF TIMES COST IS INCURRED** | **3. TOTAL COST PER ELEMENT** |
|---|---|---|---|
| 4. Lodging | $124.30 | 47 | $5,842.10 |
| 5. Meal Costs | | | |
| Breakfast | $13.18 | 47 | $619.46 |
| Lunch | $20.57 | 49 | $1,007.93 |
| Dinner | $31.70 | 32 | $1,014.40 |
| 6. Coffee Breaks | $4.00 | 77 | $308.00 |
| 7. Cocktail Party | $17.00 | 17 | $289.00 |
| 8. Hospitality Suite | | | |
| 9. Meeting Rooms | $112.50 | 3 | $337.50 |
| 10. Subtotal for In-house Costs | | | $9,418.39 |
| **SUPPLEMENTARY COSTS:** | | | |
| 11. A-V Expenses | | | $483.00 |
| 12. Meals Away from Hotel | | | |
| 13. Transportation to and from Airport | | | |
| 14. Auto Rental | | | |
| 15. Transportation to Meeting Destination | $244.00 | 34 | $8,296.00 |
| 16. Misc. Materials | | | $1,450.00 |
| 17. Subtotal for Supplementary Costs | | | $10,229.00 |
| 18. Subtotal for In-house Costs | | | $9,418.39 |
| 19. **Total Costs** | | | **$19,647.39** |
| 20. Meeting Participants | | | 17 |
| 21. Average Cost Per Participant | | | $1,155.73 |

**Destination**, based on a median of the one-way coach fares found in Table V-6, will be multiplied by 34, since two of the four additional attendees will be motivational speakers who live in the city where the meeting will be held. The cost of **Miscellaneous Materials** such as videos, transparencies, printed materials, awards, and other items has been budgeted at $1,450.00 and entered on line 16 under column 3.

Adding the totals for lines 11 through 15 gives us a **Subtotal for Supplementary Costs**, which is then added to the **Subtotal for In-house Costs** found on line 10, producing a **Total Costs** figure for each destination. Dividing this number by the total number of **Meeting Participants** (in this case 17), we get an **Average Cost Per Participant**, which is then entered on line 21.

**TABLE III-1**

## Average Cost of Sales Training Per Salesperson

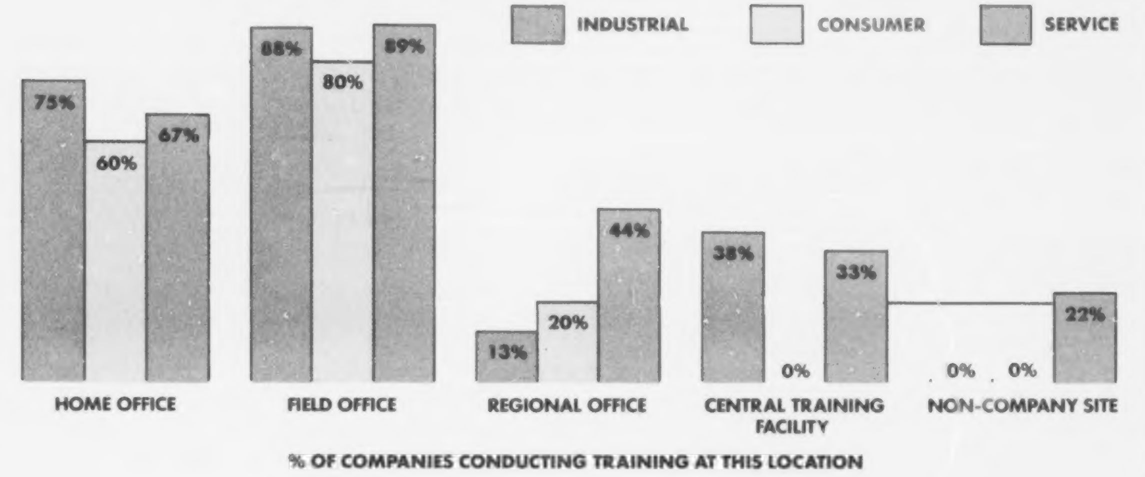


**Notes:** *In addition to salary, this figure covers such items as instructional materials prepared, purchased, and rented for the training program; transportation and living expenses incurred during training; instructional staff fees; any outside seminars and courses; and management time spent with salespeople when a part of the training program. **Includes such industries as insurance, financial, public and private utilities, transportation, and retailing. Some fluctuation in data for specific years may reflect changes in the number and type of organizations reporting.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**TABLE III-2**

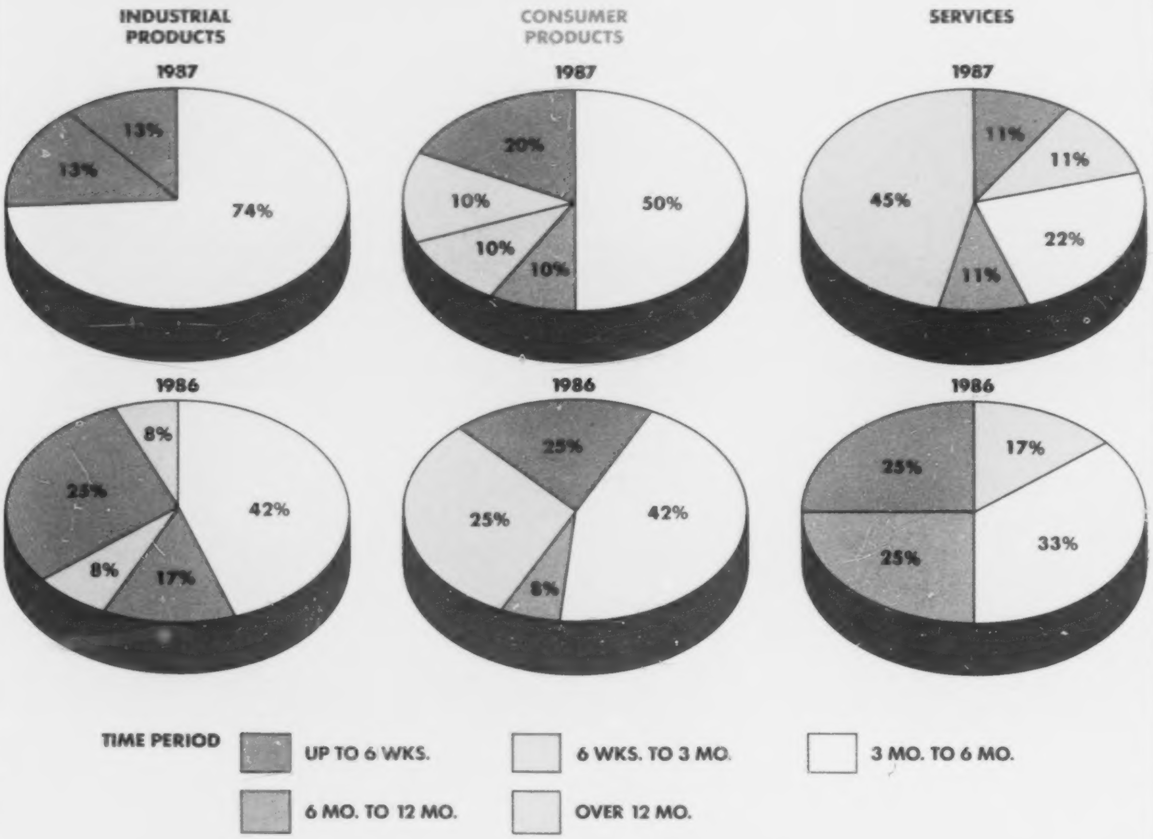
## Sites Most Frequently Used for Sales Training



SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**TABLE III-3**

## Length of Training Period for New Salespeople



SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**TABLE III-4**

## Sales Meeting Costs by City

| CITY | MEDIAN GROUP ROOM RATES | | MEDIAN GROUP MEAL RATES (PER PERSON) | COFFEE BREAK WITH ROLLS (PER PERSON) | HOSPITALITY SUITE RENTAL | 2-HR. RECEPTION (PER PERSON) | MEETING ROOM (MEDIAN RATE) |
|---|---|---|---|---|---|---|---|
| | SINGLE | DOUBLE | | | | | |
| **Atlantic City, NJ** | Low: $73.50<br>High: $88.50 | Low: $73.50<br>High: $88.50 | B-$11.25<br>L-$18.75<br>D-$32.15 | $5.50 | $237.50 | $30.00 | For 25: $150.00<br>50: $150.00<br>75: $150.00<br>100: $250.00 |
| **Atlanta, GA** | Low: $88.50<br>High: $95.00 | Low: $98.50<br>High: $128.00 | B-$11.25<br>L-$14.75<br>D-$21.85 | $3.65 | $300.00 | $17.40 | For 25: $142.50<br>50: $200.00<br>75: $300.00<br>100: $450.00 |
| **Boston, MA** | Low: $115.00<br>High: $115.00 | Low: $132.50<br>High: $132.50 | B-$11.50<br>L-$19.65<br>D-$26.20 | $5.00 | $323.75 | $16.00 | For 25: $225.00<br>50: $300.00<br>75: $575.00<br>100: $750.00 |
| **Chicago, IL** | Low: $76.00<br>High: $121.00 | Low: $83.50<br>High: $132.00 | B-$11.30<br>L-$15.80<br>D-$33.55 | $3.60 | $232.50 | $19.00 | For 25: $195.00<br>50: $250.00<br>75: $300.00<br>100: $300.00 |

## Sales Meeting Costs by City

| CITY | MEDIAN GROUP ROOM RATES SINGLE | MEDIAN GROUP ROOM RATES DOUBLE | MEDIAN GROUP MEAL RATES (PER PERSON) | COFFEE BREAK WITH ROLLS (PER PERSON) | HOSPITALITY SUITE RENTAL | 2-HR. RECEPTION (PER PERSON) | MEETING ROOM (MEDIAN RATE) |
|---|---|---|---|---|---|---|---|
| **Cleveland, OH** | Low: $68.50<br>High: $72.50 | Low: $84.00<br>High: $88.00 | B-$10.55<br>L-$17.35<br>D-$26.05 | $4.60 | $278.75 | $16.00 | For 25: $137.50<br>50: $225.00<br>75: $275.00<br>100: $325.00 |
| **Dallas, TX** | Low: $62.00<br>High: $90.00 | Low: $78.00<br>High: $100.00 | B-$9.85<br>L-$16.00<br>D-$29.85 | $4.00 | $150.00 | $17.00 | For 25: $112.50<br>50: $200.00<br>75: $215.00<br>100: $300.00 |
| **Denver, CO** | Low: $70.00<br>High: $93.00 | Low: $79.50<br>High: $108.00 | B-$9.45<br>L-$13.35<br>D-$20.05 | $5.25 | $312.50 | $17.65 | For 25: $112.50<br>50: $162.50<br>75: $225.00<br>100: $275.00 |
| **Detroit, MI** | Low: $79.00<br>High: $95.00 | Low: $94.00<br>High: $105.00 | B-$10.50<br>L-$13.20<br>D-$21.60 | $3.00 | $175.00 | $14.00 | For 25: $125.00<br>50: $130.00<br>75: $250.00<br>100: $250.00 |
| **Honolulu, HI** | Low: $75.00<br>High: $115.00 | Low: $75.00<br>High: $115.00 | B-$12.80<br>L-$14.30<br>D-$22.65 | $4.45 | $220.00 | $35.00 | For 25: $150.00<br>50: $400.00<br>75: $400.00<br>100: $600.00 |
| **Houston, TX** | Low: $64.00<br>High: $78.00 | Low: $78.00<br>High: $88.00 | B-$8.00<br>L-$13.30<br>D-$20.75 | $4.00 | $175.00 | $21.00 | For 25: $100.00<br>50: $181.25<br>75: $200.00<br>100: $218.75 |
| **Indianapolis, IN** | Low: $49.50<br>High: $82.00 | Low: $59.25<br>High: $82.50 | B-$6.50<br>L-$10.20<br>D-$14.70 | $2.15 | $150.00 | $15.00 | For 25: $72.50<br>50: $100.00<br>75: $190.00<br>100: $190.00 |
| **Las Vegas, NV** | Low: $75.00<br>High: $105.00 | Low: $75.00<br>High: $105.00 | B-$12.30<br>L-$13.55<br>D-$28.30 | $5.55 | $225.00 | $27.50 | For 25: $100.00<br>50: $118.75<br>75: $140.00<br>100: $212.50 |
| **Los Angeles, CA** | Low: $91.50<br>High: $138.00 | Low: $100.50<br>High: $170.00 | B-$11.90<br>L-$18.90<br>D-$30.80 | $4.10 | $333.75 | $19.95 | For 25: $150.00<br>50: $225.00<br>75: $275.00<br>100: $350.00 |
| **Miami, FL** | Low: $55.00<br>High: $70.00 | Low: $55.00<br>High: $75.00 | B-$9.15<br>L-$11.70<br>D-$32.60 | $4.30 | $120.00 | $23.00 | For 25: $100.00<br>50: $100.00<br>75: $250.00<br>100: $250.00 |
| **Milwaukee, WI** | Low: $50.00<br>High: $65.00 | Low: $62.00<br>High: $75.00 | B-$7.60<br>L-$11.55<br>D-$16.20 | $3.35 | $125.00 | $10.00 | For 25: $75.00<br>50: $85.00<br>75: $120.00<br>100: $125.00 |
| **Minneapolis, MN** | Low: $70.00<br>High: $87.50 | Low: $80.00<br>High: $112.00 | B-$10.35<br>L-$15.25<br>D-$25.00 | $3.35 | $250.00 | $12.50 | For 25: $200.00<br>50: $225.00<br>75: $300.00<br>100: $400.00 |
| **New Orleans, LA** | Low: $87.00<br>High: $116.00 | Low: $103.00<br>High: $134.00 | B-$12.75<br>L-$18.75<br>D-$29.40 | $4.40 | $300.00 | $25.00 | For 25: $100.00<br>50: $100.00<br>75: $175.00<br>100: $225.00 |
| **New York, NY** | Low: $120.00<br>High: $130.00 | Low: $130.00<br>High: $140.00 | B-$16.90<br>L-$20.00<br>D-$34.40 | $6.90 | $280.00 | $29.50 | For 25: $250.00<br>50: $500.00<br>75: $500.00<br>100: $1,100.00 |
| **Oakland, CA** | Low: $89.00<br>High: $111.00 | Low: $89.00<br>High: $126.00 | B-$9.70<br>L-$17.00<br>D-$24.50 | $3.65 | $225.00 | $20.00 | For 25: $110.00<br>50: $175.00<br>75: $200.00<br>100: $400.00 |
| **Orlando, FL** | Low: $64.00<br>High: $65.00 | Low: $72.00<br>High: $79.00 | B-$8.80<br>L-$13.25<br>D-$18.10 | $4.25 | $100.00 | $20.00 | For 25: $125.00<br>50: $125.00<br>75: $150.00<br>100: $200.00 |

**TABLE III-4**

## Sales Meeting Costs by City

| CITY | MEDIAN GROUP ROOM RATES | | MEDIAN GROUP MEAL RATES (PER PERSON) | COFFEE BREAK WITH ROLLS (PER PERSON) | HOSPITALITY SUITE RENTAL | 2-HR. RECEPTION (PER PERSON) | MEETING ROOM (MEDIAN RATE) |
|---|---|---|---|---|---|---|---|
| | SINGLE | DOUBLE | | | | | |
| **Philadelphia, PA** | Low: $87.00<br>High: $92.00 | Low: $89.00<br>High: $98.00 | B-$10.90<br>L-$14.85<br>D-$23.90 | $3.40 | $250.00 | $20.00 | For 25: $125.00<br>50: $125.00<br>75: $325.00<br>100: $362.50 |
| **Phoenix-Scottsdale, AZ** | Low: $65.00<br>High: $95.00 | Low: $65.00<br>High: $105.00 | B-$7.45<br>L-$10.90<br>D-$13.25 | $4.05 | $135.00 | $15.00 | For 25: $75.00<br>50: $75.00<br>75: $150.00<br>100: $150.00 |
| **Pittsburgh, PA** | Low: $61.00<br>High: $69.00 | Low: $71.00<br>High: $79.00 | B-$8.80<br>L-$11.15<br>D-$21.80 | $2.45 | $150.00 | $17.00 | For 25: $85.00<br>50: $85.00<br>75: $100.00<br>100: $150.00 |
| **Reno, NV** | Low: $58.50<br>High: $78.00 | Low: $58.50<br>High: $78.00 | B-$10.30<br>L-$12.10<br>D-$18.00 | $3.35 | $250.00 | $25.00 | For 25: $100.00<br>50: $150.00<br>75: $300.00<br>100: $300.00 |
| **St. Louis, MO** | Low: $67.00<br>High: $85.00 | Low: $77.00<br>High: $85.00 | B-$7.95<br>L-$12.20<br>D-$19.50 | $4.60 | $150.00 | $13.50 | For 25: $100.00<br>50: $100.00<br>75: $150.00<br>100: $200.00 |
| **San Antonio, TX** | Low: $65.00<br>High: $95.00 | Low: $80.00<br>High: $110.00 | B-$10.75<br>L-$16.30<br>D-$22.75 | $2.70 | $150.00 | $16.50 | For 25: $100.00<br>50: $100.00<br>75: $200.00<br>100: $200.00 |
| **San Diego, CA** | Low: $110.00<br>High: $112.00 | Low: $110.00<br>High: $112.00 | B-$12.10<br>L-$17.55<br>D-$27.25 | $4.45 | $285.00 | $23.60 | For 25: $150.00<br>50: $175.00<br>75: $250.00<br>100: $350.00 |
| **San Francisco, CA** | Low: $90.00<br>High: $95.00 | Low: $100.00<br>High: $105.00 | B-$13.40<br>L-$17.10<br>D-$30.50 | $5.20 | $262.50 | $24.00 | For 25: $150.00<br>50: $150.00<br>75: $300.00<br>100: $300.00 |
| **Seattle, WA** | Low: $70.00<br>High: $80.00 | Low: $80.00<br>High: $90.00 | B-$10.45<br>L-$13.50<br>D-$22.75 | $3.70 | $325.00 | $17.50 | For 25: $150.00<br>50: $175.00<br>75: $250.00<br>100: $350.00 |
| **Washington, DC** | Low: $105.00<br>High: $120.00 | Low: $105.00<br>High: $122.00 | B-$12.40<br>L-$21.70<br>D-$37.20 | $4.35 | $275.00 | $32.50 | For 25: $150.00<br>50: $250.00<br>75: $250.00<br>100: $300.00 |

**NOTES: Room Rates** are shown for two different types of accommodations—economy (low) and premium (high). The median rate is the figure with an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Meal Rates** include tax and tip. **B**—Breakfast typically includes fruit and juice, entree, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch and Dinner include appetizer, salad, entree, two vegetables or potato and vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs for lunch. **Hospitality Suites** are often included in the cost of a **Reception**, particularly when the hotel provides liquor and hors d'oeuvres. Also, there is often no charge for the **Meeting Room** if a specific number of rooms for lodging are guaranteed, or if a group meal is included with the cost of a meeting. Meeting room rental costs are based on theater-style seating.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION**

The *Survey of Selling Costs* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in this *Survey of Selling Costs* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

TABLE III-5

## Selected Conference Centers

| | FACILITIES & RATES | | | | | | |
|---|---|---|---|---|---|---|---|
| LOCATION | SLEEPING ROOMS | CAPACITY | MEETING ROOMS | RATE/PER/DAY (DBL. OCC., AP) | NEAREST MAJOR AIRPORT | DRIVING TIME FROM AIRPORT | RECREATION FACILITIES |
| **Arrowwood Of Westchester,** Rye Brook, NY | 274 | 548 | 36 | $218 | La Guardia, New York City | 40 min. | 9-hole golf course; indoor/-outdoor pool; 4 tennis courts (2 indoor, 2 outdoor); health club; sauna; croquet-basketball-racquetball-squash facilities; par jogging course; cross-country skiing; bicycling; access to horseback riding & driving range |
| **Cheyenne Mountain Inn,** Colorado Springs, CO | 216 | 400 | 24 | $105-$155 | Colorado Springs | 10 min. | 18-hole championship golf course; 35-acre stocked trout lake; sailing; windsurfing; 16 tennis courts (6 outdoor, 10 indoor); 2 racquetball courts; 3 squash courts; 3 pools (1 indoor, 2 outdoor); Nautilus fitness center; complete spa |
| **Doubletree Hotel & Conference Center,** St. Louis, MO | 223 | 320 | 28 | $120-$155 | Lambert International, St. Louis | 25 min. | 2 swimming pools (1 indoor, 1 outdoor); 8 outdoor tennis courts (4 lighted); 9 indoor tennis courts; 6 racquetball courts; game room; health club; Jacuzzi; sauna; steam rooms; 5 tanning booths; indoor basketball, volleyball & driving range; jogging track |
| **Ft. Magruder,** Williamsburg, VA | 304 | 700 | 19 | $75-$134 | Norfolk Airport | 45 min. | Outdoor swimming pool; 2 lighted tennis courts; men's & women's saunas; whirlpool; exercise room; game room; access to 18-hole golf course |
| **Harrison Inn & Conference Center At Heritage Village,** Southbury, CT | 163 | 326 | 26 | $119-$184 | La Guardia, New York City | 1½ hrs. | Indoor and outdoor swimming pools; tennis courts; racquetball courts; volleyball; health club; sauna; whirlpool; steam room; Jacuzzi; game room with billiards; access to skiing, ice skating, horseback riding, and 9- & 18-hole golf courses |
| **Holiday Inn Executive Conference Center,** Memphis, TN | 178 | 250 | 23 | $98 | Memphis International | 25 min. | 18-hole golf course; outdoor swimming pool; 2 lighted tennis courts; sauna; game room; basketball; volleyball; fishing; bicycling; hiking; jogging paths; horseshoes; exercise room; aerobics classes |
| **Houstonian Hotel & Conference Center,** Houston, TX | 246 | 425 | 33 | $126 | Houston Intercontinental | 30 min. | 2 outdoor swimming pools; 5 lighted tennis courts; 8 racquetball courts; health club; sauna; indoor and outdoor running tracks; basketball; volleyball; access to 18-hole golf course |
| **Hudson River Conference Center,** Ossining, NY | 150 | 300 | 34 | $185 | La Guardia, New York City | 1 hr. | Indoor pool; whirlpool; sauna; 2 tennis courts; 2 racquetball courts; volleyball; access to 18-hole golf course, basketball, exercise area |
| **Indigo Lakes Conference Center,** Daytona Beach, FL | 212 | 350 | 14 | $109-$118 | Daytona Airport, Daytona Beach | 10 min. | 18-hole golf course; putting greens and driving range; outdoor swimming pool; 10 lighted tennis courts; health spa; exercise room; par jogging course; 2 racquetball courts; shuffleboard; volleyball |
| **James L. Knight International Center,** Miami, FL | 615 | 5,000 | 37 | $110-$160 | Miami International | 10 min. | Outdoor swimming pool; access to golf, tennis, boating & beach |

**TABLE III-5**

## Selected Conference Centers

| | FACILITIES & RATES | | | | | | |
|---|---|---|---|---|---|---|---|
| **LOCATION** | **SLEEPING ROOMS** | **CAPACITY** | **MEETING ROOMS** | **RATE/PER/DAY (DBL. OCC., AP)** | **NEAREST MAJOR AIRPORT** | **DRIVING TIME FROM AIRPORT** | **RECREATION FACILITIES** |
| **Las Colinas Inn,** Irving, TX | 315 | 250 | 26 | $214 | Dallas-Ft. Worth | 10 min. | 18-hole TPC championship golf course; 12 tennis courts (4 indoor, 8 outdoor); 7 racquetball courts; 3 pools (1 indoor, 2 outdoor); indoor/outdoor running track; spa & health facilities; 2 squash courts; basketball |
| **Lion Square Lodge & Conference Center,** Vail, CO | 126 | 400 | 6 | $75-$165 (EP) | Denver Airport | 2 hrs. | Outdoor swimming pool; 3 outdoor hot tubs; 2 saunas; cross-country & downhill skiing; ice skating; tennis courts; access to 4 golf courses, horseback riding, rafting, canoeing, fishing, hiking trails, snowmobile, and bicycle paths |
| **Ocean Edge Resort & Conference Center,** Brewster, MA | 180 | 360 | 13 | $155 | Hyannis Barnstable or Logan International, Boston | 20 min. or 1½ hrs. | 18-hole PGA golf course, private beach; indoor & outdoor pools; full recreation center; health club; access to horseback riding, stocked trout lake, bicycling, jogging trail, 5 tennis courts |
| **Peachtree Executive Conference Center,** Peachtree City, GA | 252 | 600 | 24 | $145 | Hartsfield International, Atlanta | 25 min. | 2 swimming pools (1 indoor, 1 outdoor); 3 lighted tennis courts; 2 racquetball courts; men's & women's saunas; exercise room; Jacuzzi; billiards; access to jogging courses, 27-hole golf course |
| **Scanticon-Princeton Executive Center & Hotel,** Princeton, NJ | 301 | 330 | 37 | $214 | Newark International | 45 min. | Indoor pool; 4 lighted tennis courts; men's & women's saunas; whirlpool; exercise room; game room; par jogging course; fitness cluster; jogging trails; access to 9- & 18-hole golf courses, ballooning, gliding, river rafting, and horseback riding |
| **Scottsdale Conference Center & Resort Hotel,** Scottsdale, AZ | 326 | 705 | 45 | $90-$190 | Phoenix International | 25 min. | 2 outdoor swimming pools; 8 lighted tennis courts; men's & women's health clubs; game room; desert jeep tours; bicycling; access to 2 18-hole golf courses, horseback riding, and sailing |
| **Sheraton Inn & Conference Center,** Boxborough, MA | 143 | 1,500 | 14 | $44 | Logan International, Boston | 50 min. | 2 swimming pools; (1 indoor, 1 outdoor); 2 tennis courts; sauna; cross-country skiing; ice skating; jogging trails; volleyball; softball; basketball; exercise room; barbecue area |
| **Tara Hyannis Hotel,** Hyannis, MA | 224 | 2,000 | 19 | $60-$150 | Logan International, Boston | 1½ hrs. | 18-hole golf course; 2 putting greens; 2 swimming pools (1 indoor, 1 outdoor); 2 tennis courts; men's & women's health clubs; sauna; Jacuzzi; Roman baths; game room; sightseeing tours; access to horseback riding, children's programs; nightclubs |
| **Woodlands Inn & Country Club,** Woodlands, TX | 268 | 800 | 20 | $85-$100 | Houston Intercontinental | 20 min. | 3 18-hole golf courses; 2 outdoor swimming pools; 24 tennis courts (17 outdoor, 7 indoor); health club; game room |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**TABLE III-6**

## Selected Airport Hotels

| LOCATION | SLEEPING ROOMS | MEETING ROOMS | AVG. GROUP LODGING RATE | AVG. GROUP MEAL RATE | DIST. FROM AIRPORT |
|---|---|---|---|---|---|
| **ATLANTA**<br>**Marriott Hotel** | 642 | 25 | Sgl.-$98<br>Dbl.-$113 | B-$11.95<br>L-$16.65<br>D-$21.95 | ¼ mile |
| **BOSTON**<br>**Logan Airport**<br>**Hilton Hotel** | 557 | 22 | Sgl.-$110<br>Dbl.-$130 | B-$10.40<br>L-$16.95<br>D-$22.50 | at airport |
| **CHICAGO**<br>**Sheraton**<br>**International O'Hare** | 463 | 26 | Sgl.-$90<br>Dbl.-$90 | B-$11.00<br>L-$18.50<br>D-$26.15 | 2 miles |
| **CLEVELAND**<br>**Airport Marriott** | 378 | 7 | Sgl.-$90<br>Dbl.-$90 | B-$7.30<br>L-$12.25<br>D-$18.40 | 2½ miles |
| **DALLAS-**<br>**FT. WORTH**<br>**Hyatt Regency DFW** | 1,400 | 70 | Sgl.-$105<br>Dbl.-$110 | B-$12.20<br>L-$19.05<br>D-$29.35 | at airport |
| **DENVER**<br>**Clarion Hotel** | 588 | 19 | Sgl.-$65-$75<br>Dbl.-$75-$85 | B-$7.45<br>L-$15.50<br>D-$21.70 | ¼ mile |
| **DETROIT**<br>**Marriott Hotel** | 162 | 10 | Sgl.-$95<br>Dbl.-$95 | B-$10.10<br>L-$13.70<br>D-$17.85 | at airport |
| **HOUSTON**<br>**Marriott Hotel** | 569 | 34 | Sgl.-$39-$79<br>Dbl.-$39-$79 | B-$8.70<br>L-$14.40<br>D-$27.50 | at airport |
| **KANSAS CITY**<br>**Hilton Airport**<br>**Plaza** | 348 | 40 | Sgl.-$86<br>Dbl.-$96 | B-$7.40<br>L-$11.10<br>D-$19.75 | at airport |
| **LOS ANGELES**<br>**Hilton Towers** | 1,280 | 43 | Sgl.-$99<br>Dbl.-$114 | B-$9.70<br>L-$18.25<br>D-$26.75 | ½ mile |
| **MEMPHIS**<br>**Airport Hilton** | 380 | 15 | Sgl.-$55-$60<br>Dbl.-$65-$75 | B-$7.50<br>L-$9.05<br>D-$15.50 | 1 mile |
| **MIAMI**<br>**Sheraton River**<br>**House** | 408 | 17 | Sgl.-$85-$105<br>Dbl.-$95-$115 | B-$9.75<br>L-$17.70<br>D-$28.05 | ¼ mile |
| **NEW YORK**<br>**Viscount Int'l.** | 495 | 12 | Sgl.-$89<br>Dbl.-$99 | B-$12.50<br>L-$18.75<br>D-$26.90 | at airport |
| **PHILADELPHIA**<br>**Airport Marriott** | 331 | 16 | Sgl.-$99<br>Dbl.-$109 | B-$12.15<br>L-$13.65<br>D-$21.70 | ¼ mile |
| **PHOENIX**<br>**Travelodge** | 179 | 5 | Sgl.-$44<br>Dbl.-$44 | B-$6.65<br>L-$7.60<br>D-$11.00 | at airport |
| **ST. LOUIS**<br>**Airport Marriott** | 602 | 41 | Sgl.-$59-$99<br>Dbl.-$59-$99 | B-$9.80<br>L-$14.70<br>D-$22.10 | at airport |
| **SAN DIEGO**<br>**Viscount Hotel** | 212 | 6 | Sgl.-$88<br>Dbl.-$98 | B-$8.75<br>L-$9.05<br>D-$16.90 | 1 mile |
| **SAN FRANCISCO**<br>**Airport Hilton** | 529 | 27 | Sgl.-$109<br>Dbl.-$116 | B-$9.70<br>L-$19.40<br>D-$27.90 | at airport |
| **SEATTLE**<br>**Red Lion Sea-Tac** | 850 | 27 | Sgl.-$97-$123<br>Dbl.-$117-$133 | B-$11.65<br>L-$18.40<br>D-$20.90 | ½ mile |
| **TAMPA**<br>**Airport Marriott** | 296 | 14 | Sgl.-$88<br>Dbl.-$98 | B-$10.00<br>L-$16.30<br>D-$22.60 | at airport |
| **WASHINGTON,**<br>**DC**<br>**Sheraton Crystal** | 195 | 11 | Sgl.-$95-$135<br>Dbl.-$95-$135 | B-$14.70<br>L-$18.20<br>D-$30.40 | ½ mile |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

LET'S TALK ABOUT YOUR HANG-UPS.

Costs per order too high? Customer response time too slow? Results too uncertain to measure? If sales hang-ups like these ring a bell, talk to us.

Customized telemarketing from American Airlines Direct Marketing Corporation could be the answer. Backed by the over 60 years experience gained by American Airlines service to the travel industry, AADMC has established itself as one of the largest fully automated telemarketing operations in the nation.

We'll train our telephone sales representatives to handle your specific needs, inbound or outbound, whenever you need them, 24 hours a day, 365 days a year.

And we handle the details. From design, to testing, to monitoring. We can help you plan strategy, develop sales scripts, implement the program and, with our customized reports, even analyze the results.

So if your present marketing strategy or in-house telemarketing program runs into more hang-ups than results, talk to us. We'll answer.

**Call (800) 325-2580.**

DMC
American Airlines
Direct Marketing Corporation

Circle No. 119 on Reader Service Card

TABLE III-7

## Selected Resort Hotels

| | **Boca Raton Hotel & Club**<br>**Boca Raton, FL** | **The Broadmoor**<br>**Colorado Springs, CO** | **The Cloister Hotel**<br>**Sea Island, GA** | **Desert Inn**<br>**Las Vegas, NV** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 1,000 | 550 | 264 | 818 |
| **MEETING ROOMS** | 27 | 36 | 15 | 8 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(1/1-4/30)<br>Sgl.-$260-$380<br>Dbl.-$295-$430<br>(5/1-5/31 & 10/1-12/31)<br>Sgl.-$205-$255<br>Dbl.-$240-$410<br>*Off Season:*<br>(6/1-9/30)<br>Sgl.-$130-$160<br>Dbl.-$165-$270 | *In Season:*<br>(5/1-10/31)<br>Sgl.-$155-$180<br>Dbl.-$165-$190<br>(11/1-11/30 & 4/1-4/30)<br>Sgl.-$95-$140<br>Dbl.-$105-$150<br>*Off Season:*<br>(12/1-3/31)<br>Sgl.-$75-$125<br>Dbl.-$85-$135 | *In Season:*<br>(3/16-5/31)<br>Sgl.-$172-$278<br>Dbl.-$212-$318<br>(6/1-11/30)<br>Sgl.-$160-$274<br>Dbl.-$200-$314<br>(2/15-3/15)<br>Sgl.-$138-$202<br>Dbl.-$178-$242<br>*Off Season:*<br>(12/1-2/14)<br>Sgl.-$126-$154<br>Dbl.-$166-$194 | *In Season:*<br>(9/1-5/31)<br>Sgl./Dbl.-$85-$105<br>*Off Season:*<br>(6/1-8/31)<br>Sgl./Dbl.-$65 |
| **MEAL PLANS GROUP MEAL RATES** | MAP (Modified American Plan) Breakfast & dinner included in rates | EP, AP or MAP<br>B-$12.06<br>L-$18.09<br>D-$34.97 | AP (full American Plan) Rates include 3 meals per day | EP, AP or MAP<br>B-$14.20<br>L-$16.80<br>D-$29.70 |
| **RECREATION FACILITIES** | Access to 18-hole golf course; 4 outdoor pools; beach; 22 outdoor tennis courts; health club; sauna | 3 18-hole golf courses; 3 outdoor pools; 16 tennis courts (2 indoor); horseback riding; health club; sauna | 3 18-hole golf courses; 2 outdoor pools; beach; 18 outdoor tennis courts; horseback riding | 18-hole golf course; 3 outdoor pools; 10 Hydro-whirl spas; 10 outdoor tennis courts; health club; sauna |
| **NEAREST AIRPORT** | Ft. Lauderdale | Colorado Springs Municipal | Brunswick Airport | McCarran International |
| **DISTANCE/TIME FROM AIRPORT** | 19 mi./30 min. | 12 mi./20 min. | 15 mi./20 min. | 4 mi./15 min. |

| | **Doral Hotel**<br>**& Country Club**<br>**Miami, FL** | **The Greenbrier**<br>**White Sulpher Springs, WV** | **Grenelefe Resort &**<br>**Conference Center**<br>**Grenelefe, FL** | **Halekulani Hotel**<br>**Honolulu, HI** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 655 | 650 | 985 | 456 |
| **MEETING ROOMS** | 33 | 31 | 30 | 5 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(1/1-3/31)<br>Sgl./Dbl.-$180<br>(4/1-4/30)<br>Sgl./Dbl.-$130<br>*Shoulder Season:*<br>(5/1-5/31)<br>Sgl./Dbl.-$110<br>(10/1-12/31)<br>Sgl./Dbl.-$130<br>*Off Season:*<br>(6/1-9/30)<br>Sgl.-$66<br>Dbl.-$70 | *In Season:*<br>(4/1-10/31)<br>Sgl.-$226-$310<br>Dbl.-$256-$340<br>*Off Season:*<br>(11/1-3/31)<br>Sgl.-$135<br>Dbl.-$226 | *In Season:*<br>(1/1-4/14)<br>Sgl./Dbl.-$95-$135<br>*Shoulder Season:*<br>(4/15-5/19 & 9/11-12/31)<br>Sgl./Dbl.-$85-$100<br>*Off Season:*<br>(5/20-9/10)<br>Sgl./Dbl.-$55-$65 | *Year-round:*<br>Sgl./Dbl.-$195-$245 |
| **MEAL PLANS GROUP MEAL RATES** | EP, AP or MAP<br>B-$12.00<br>L-$12.00<br>D-$28.00 | MAP<br>Breakfast & dinner included in rates | AP or MAP<br>B-$8.00<br>L-$10.00<br>D-$24.00 | EP (European Plan-no meals)<br>B-$18.70<br>L-$27.50<br>D-$42.00 |
| **RECREATION FACILITIES** | 1 9-hole and 5 18-hole golf courses; outdoor pool; 15 outdoor tennis courts; horseback riding; health club; sauna | 3 18-hole golf courses; 2 pools (1 indoor, 1 outdoor); 20 tennis courts (15 outdoor, 5 indoor); horseback riding; health club; sauna | 3 18-hole golf courses; 4 outdoor pools; 13 outdoor tennis courts; sauna | Access to 2 18-hole golf courses, outdoor pool; beach; access to 10 indoor tennis courts; health club |
| **NEAREST AIRPORT** | Miami International | Greenbrier Valley | Orlando International | Honolulu International |
| **DISTANCE/TIME FROM AIRPORT** | 6 mi./10 min. | 12 mi./15 min. | 45 mi./50 min. | 11 mi./30 min. |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

## Selected Resort Hotels

| | **Hershey Lodge & Convention Center**<br>**Hershey, PA** | **Hilton Hawaiian Village**<br>**Honolulu, HI** | **Innisbrook Resort**<br>**Tarpon Springs, FL** | **Kapalua Bay Hotel**<br>**Maui, HI** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 456 | 2,525 | 1,000 | 304 |
| **MEETING ROOMS** | 27 | 34 | 40 | 3 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(5/25-9/4)<br>Sgl.-$90<br>Dbl.-$98<br>*Shoulder Season:*<br>(9/5-10/30)<br>Sgl.-$84<br>Dbl.-$90<br>(3/21-5/24)<br>Sgl.-$78<br>Dbl.-$84<br>*Off Season:*<br>(10/31-3/20)<br>Sgl.-$66<br>Dbl.-$72 | *Year-round:*<br>Sgl./Dbl.-$130-$230 | *In Season:*<br>(1/24-4/27)<br>Sgl./Dbl.-$130-$140<br>*Shoulder Season:*<br>(4/28-5/25 & 9/15-1/23)<br>Sgl./Dbl.-$90-$100<br>*Off Season:*<br>(5/26-9/14)<br>Sgl./Dbl.-$60-$70 | *In Season:*<br>(1/1-4/30 & 9/16-11/23)<br>Sgl./Dbl.-$215<br>(5/1-6/30)<br>Sgl./Dbl.-$180<br>*Off Season:*<br>(7/1-9/15 & 11/24-12/31)<br>Sgl./Dbl.-$165 |
| **MEAL PLANS GROUP MEAL RATES** | EP, AP or MAP<br>B-$9.50<br>L-$12.50<br>D-$24.00 | EP, AP or MAP<br>B-$13.50<br>L-$15.30<br>D-$30.50 | EP, AP or MAP<br>B-$9.00<br>L-$10.60<br>D-$35.10 | MAP<br>B-$13.00<br>L-$14.00<br>D-$50.00 |
| **RECREATION FACILITIES** | Access to 1 36-hole and 1 18-hole golf course; 2 pools (1 indoor, 1 outdoor); 4 outdoor tennis courts; health club; sauna; access to horseback riding | 3 outdoor pools; beach; water sports | 1 27-hole and 2 18-hole golf courses; 6 heated outdoor pools; beach nearby; 18 outdoor tennis courts; health club; sauna; access to horseback riding | 2 18-hole golf courses; 2 pools; 3 beaches; 10 tennis courts (4 lighted); horseback riding |
| **NEAREST AIRPORT** | Harrisburg International | Honolulu International | Tampa International | Kapalau Airport |
| **DISTANCE/TIME FROM AIRPORT** | 12 mi./15 min. | 8 mi./20 min. | 20 mi./25 min. | 3 mi./10 min. |

| | **Keystone Lodge & Conference Center**<br>**Keystone, CO** | **La Costa Hotel & Spa**<br>**Carlsbad, CA** | **Loews Ventana Canyon Resort**<br>**Tucson, AZ** | **Marriott's Harbor Beach**<br>**Ft. Lauderdale, FL** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 1,052 | 500 | 400 | 643 |
| **MEETING ROOMS** | 14 | 16 | 27 | 27 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(12/19-4/1)<br>Sgl.-$125<br>Dbl.-$135<br>(6/3-10/7)<br>Sgl.-$85<br>Dbl.-$95<br>*Off Season:*<br>(4/2-6/2 & 10/8-12/18)<br>Sgl.-$60<br>Dbl.-$65 | *Year-round:*<br>Sgl./Dbl.-$195-$245 | *In Season:*<br>(1/15-4/30)<br>Sgl./Dbl.-$170<br>(9/11-1/14)<br>Sgl./Dbl.-$135<br>*Shoulder Season:*<br>(5/1-5/31)<br>Sgl./Dbl.-$125<br>*Off Season:*<br>(6/1-9/10)<br>Sgl./Dbl.-$75 | *In Season:*<br>(12/20-4/9)<br>Sgl.-$190<br>Dbl.-$205<br>(4/10-6/4)<br>Sgl.-$140<br>Dbl.-$150<br>*Shoulder Season:*<br>(6/5-12/19<br>Sgl.-$105<br>Dbl.-$115 |
| **MEAL PLANS GROUP MEAL RATES** | EP<br>B-$9.60<br>L-$14.40<br>D-$24.00 | EP, AP or MAP<br>B-$12.10<br>L-$17.00<br>D-$35.00 | EP, AP or MAP<br>B-$15.50<br>L-$18.75<br>D-$35.70 | EP or MAP<br>B-$10.45<br>L-$18.75<br>D-$27.25 |
| **RECREATION FACILITIES** | 18-hole golf course; 11 pools (5 outdoor, 6 indoor); 14 tennis courts (12 outdoor, 2 indoor); horseback riding, health club; sauna | 2 18-hole golf courses; 7 outdoor pools; beach nearby; 23 outdoor tennis courts; health club; sauna | 36-hole golf course, 2 heated outdoor pools; 10 outdoor tennis courts; health club; sauna; access to horseback riding | Access to 2 18-hole golf courses; outdoor pool; beach; cabana club; 5 outdoor tennis courts; health club; sauna; access to horseback riding |
| **NEAREST AIRPORT** | Denver Airport | San Diego | Tucson International | Ft. Lauderdale |
| **DISTANCE/TIME FROM AIRPORT** | 75 mi./1 hr., 40 min. | 30 mi./35 min. | 20 mi./25 min. | 3 mi./10 min |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

**TABLE III-7**

## Selected Resort Hotels

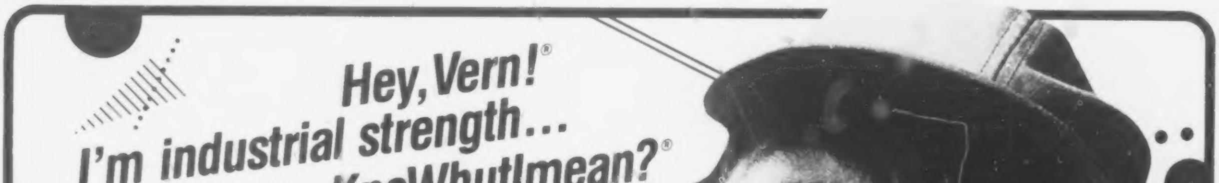
| | **Maui Marriott Resort<br>Maui, HI** | **Olympia Resort & Spa<br>Oconomowoc, WI** | **Opryland Hotel<br>Nashville, TN** | **Pheasant Run Resort<br>St. Charles, IL** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 720 | 400 | 1,900 | 550 |
| **MEETING ROOMS** | 10 | 20 | 58 | 57 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(1/1-3/31)<br>Sgl./Dbl.-$180-$210<br>*Shoulder Season:*<br>(4/1-5/31 &<br>10/1-12/31)<br>Sgl./Dbl.-$140-$170<br>*Off Season:*<br>(6/1-9/31)<br>Sgl./Dbl.-$140-$170 | *In Season:*<br>(6/1-9/30)<br>Sgl./Dbl.-$78-$88<br>(5/1-5/31 &<br>10/1-10-31)<br>Sgl./Dbl.-$68-$78<br>*Off Season:*<br>(1/1-4/30)<br>Sgl./Dbl.-$58-$68<br>(11/1-12/31)<br>Sgl./Dbl.-$50 | *In Season:*<br>(6/1-10/31)<br>Sgl.-$95-$110<br>Dbl.-$107-$122<br>*Shoulder Season:*<br>(3/1-5/31 &<br>11/1-11/30)<br>Sgl.-$91-$102<br>Dbl.-$103-$119<br>*Off Season:*<br>(12/1-2/28)<br>Rates vary | *In Season:*<br>(4/15-11/15)<br>Sgl.-$69-$93<br>Dbl.-$74-$105<br>*Off Season:*<br>(11/16-4/14)<br>Sgl.-$54-$78<br>Dbl.-$59-$83 |
| **MEAL PLANS<br>GROUP MEAL RATES** | EP, AP or MAP<br>B-$16.00<br>L-$17.00<br>D-$43.00 | EP, AP or MAP<br>B-$7.25<br>L-$12.10<br>D-$21.80 | EP<br>B-$11.44<br>L-$15.60<br>D-$31.20 | EP or AP<br>B-$12.50<br>L-$18.50<br>D-$27.30 |
| **RECREATION FACILITIES** | Access to 2 18-hole golf courses; 2 outdoor pools; beach; water sports; 5 outdoor tennis courts; health club; access to horseback riding | 18-hole golf course; 2 pools (1 indoor, 1 outdoor); beach; 11 tennis courts (4 indoor, 7 outdoor); horseback riding; health club; sauna | Access to 2 18-hole golf courses; 2 outdoor pools; 8 outdoor tennis courts | 18-hole golf course; 2 pools (1 indoor, 1 outdoor); 13 tennis courts; health club; sauna; access to horseback riding |
| **NEAREST AIRPORT** | Kahului Airport | Milwaukee Mitchell field | Nashville Metropolitan | O'Hare Int'l. |
| **DISTANCE/TIME FROM AIRPORT** | 30 mi./45 min. | 37 mi./40 min. | 6 mi./15 min. | 24 mi./35 min. |

| | **The Pointe<br>at Squaw Peak<br>Phoenix, AZ** | **Ritz Carlton<br>Naples, FL** | **Saddlebrook<br>Wesley Chapel, FL** | **Sea Pines Plantation<br>Hilton Head Island, SC** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 580 | 483 | 700 rooms<br>500 suites | 700 villas<br>202 rooms |
| **MEETING ROOMS** | 48 | 19 | 35 | 9 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(1/6-5/23)<br>Sgl.-$150<br>Dbl.-$160<br>(9/15-1/5)<br>Sgl.-$120<br>Dbl.-$130<br>*Off Season:*<br>5/24-9/14)<br>Sgl.-$56<br>Dbl.-$66 | *In Season:*<br>(1/1-4/30)<br>Sgl./Dbl.-$220<br>(5/1-6/30) &<br>10/1-12/31)<br>Sgl./Dbl.-$180<br>*Off Season:*<br>(7/1-9/30)<br>Sgl./Dbl.-$110 | *In Season:*<br>(1/15-4/30)<br>Sgl./Dbl.-$135<br>1 BR Ste.-$155<br>2 BR Ste.-$220<br>*Shoulder Season:*<br>(5/1-5/26 &<br>9/15-1/14)<br>Sgl./Dbl.-$110<br>1 BR Ste.-$130<br>2 BR Ste.-$190<br>*Off Season:*<br>(5/27-9/14)<br>Sgl./Dbl.-$60<br>1 BR Ste.-$70<br>2 BR Ste.-$90 | *In Season:*<br>(4/1-10/30)<br>Sgl./Dbl.-$95-$200<br>*Off Season:*<br>(11/1-3/31)<br>Sgl./Dbl.-$85-$150 |
| **MEAL PLANS<br>GROUP MEAL RATES** | EP, AP or MAP<br>B-$10.25<br>L-$12.25<br>D-$28.50 | EP<br>B-$18.00<br>L-$25.00<br>D-$50.00 | EP<br>B-$8.00<br>L-$11.00<br>D-$25.00 | EP<br>B-$9.20<br>L-$11.50<br>D-$25.80 |
| **RECREATION FACILITIES** | Access to 18-hole golf course; 5 outdoor pools; 8 outdoor tennis courts; horseback riding; health club; sauna | 18-hole golf course; outdoor pool; beach; 6 outdoor tennis courts; health club; sauna | 2 18-hole golf courses; 2 outdoor pools; 2 whirlpools; 27 tennis courts; health club; sauna | 1 9-hole and 6 18-hole golf courses; 30 outdoor pools; beach; 80 outdoor tennis courts; horseback riding |
| **NEAREST AIRPORT** | Phoenix Airport | Southwest Regional<br>Ft. Myers | Tampa International | Hilton Head Airport |
| **DISTANCE/TIME FROM AIRPORT** | 12 mi./20 min. | 24 mi./30 min. | 25 mi./30 min. | 5 mi./10 min. |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

## Selected Resort Hotels

| | **Sheraton Village Steamboat Springs, CO** | **Stouffer Pineisle Resort Buford, GA** | **Waiohai Resort Kauai, HI** | **Westin Kauai Kauai, HI** |
|---|---|---|---|---|
| **SLEEPING ROOMS** | 276 | 250 | 434 | 850 |
| **MEETING ROOMS** | 16 | 19 | 10 | 13 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(2/5-4/10)<br>Sgl./Dbl.-$89-$119<br>(11/20-2/4)<br>Sgl./Dbl.-$65-$95<br>*Off Season:*<br>(5/27-9/26)<br>Sgl./Dbl.-$55-$69<br>*Closed:*<br>(4/11-5/26 & 9/27-11/19) | *In Season:*<br>(2/22-11/21)<br>Sgl.-$176<br>Dbl.-$227<br>*Off Season:*<br>(11/22-2/21<br>Sgl.-$116<br>Dbl.-$162 | *Year-round:*<br>Sgl./Dbl.-$125-$240 | *In Season:*<br>(1/1-4/30)<br>Sgl./Dbl.-$205-$245<br>(5/1-12/31)<br>Sgl./Dbl.-$155-$185 |
| **MEAL PLANS GROUP MEAL RATES** | EP or MAP<br>B-$8.50<br>L-$11.75<br>D-$22.00 | MAP<br>B-$9.60<br>L-$15.00<br>D-$31.20 | EP, AP or MAP<br>B-$16.45<br>L-$21.00<br>D-$38.55 | EP, AP or MAP<br>B-$9.50<br>L-$11.50<br>D-$23.50 |
| **RECREATION FACILITIES** | 18-hole golf course; outdoor pool; health club; sauna; access to tennis and horseback riding | 18-hole golf course; indoor/outdoor pool; 7 tennis courts (3 indoor, 4 outdoor); horseback riding; sauna | Access to 18-hole golf course; 3 outdoor pools; beach; 6 outdoor tennis courts (4 lighted); health club; sauna; access to horseback riding | 2 18-hole golf courses; 2 outdoor pools; 8 lighted tennis courts; health club; sauna |
| **NEAREST AIRPORT** | Steamboat Springs | Hartsfield International | Lihue Airport | Lihue Airport |
| **DISTANCE/TIME FROM AIRPORT** | 6 mi./10 min. | 45 mi./1 hr. | 14 mi./25 min. | 1 ½ mi./5 min. |



Hey, Vern!®
I'm industrial strength...
KnoWhutImean?®

Your ol' buddy Ernest—that "Hey Vern!" character syndicated in over 110 markets nationwide—is now available as the bigger-than-life on-screen emcee for your next corporate event.

Custom produced Ernest Film Breaks will captivate, motivate, inspire, hot wire and leave 'em laughing. And already has for such major corporations as Ford, Federal Express, McDonald's, Coca Cola, Bordens, Dow Chemical, and Rockwell International.

Put this in-house powerhouse to work for you with a customized package of 5 off-air film breaks. We're talkin' personality communications here. KnoWhutImean?

"...the reaction to Ernest was overwhelming!"
Kaaren McNulty
Marketing Services Manager
NAPA

"His humor really warmed up the big, cold ballroom..."
Lisa Haufschild, Producer
Kemper Financial Services, Inc.

"His work is the toast of the agency!"
Henry O. Guarini, Vice President/Creative Director
Al Paul Lefton Company

For more information, contact
Donna Lewis-Walker
Carden And Cherry
Advertising Agency
1220 McGavock Street
Nashville, Tennessee 37203
(615) 255-6694

1987 CARDEN & CHERRY ALL RIGHTS RESERVED

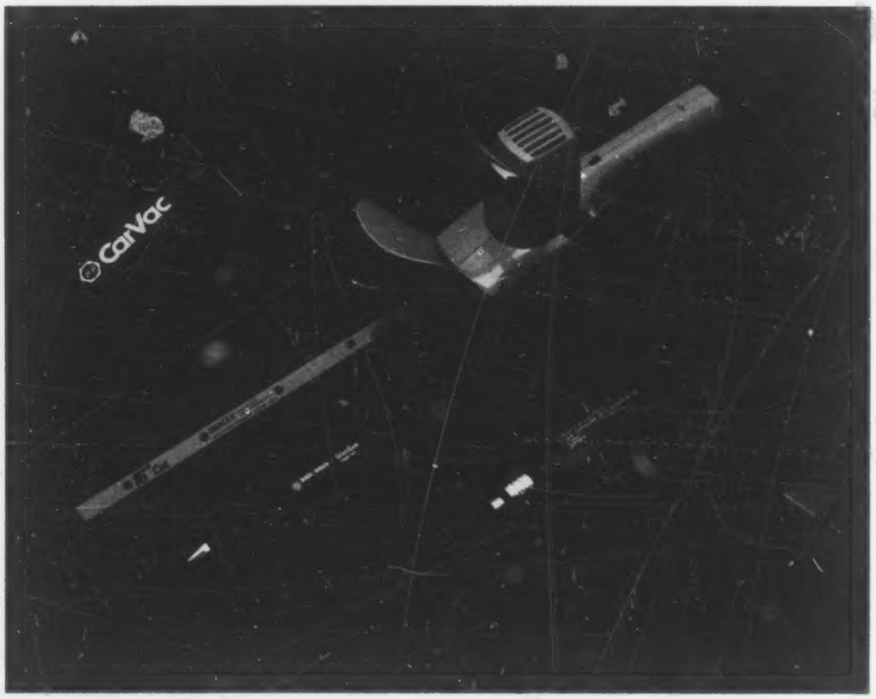
Circle No. 112 on Reader Service Card

TABLE III-7

## Selected Resort Hotels

| | **Williamsburg Inn & Country Club Williamsburg, VA** | **Woodcliff Lake Hilton Woodcliff Lake, NJ** |
|---|---|---|
| **SLEEPING ROOMS** | 1,050 | 350 |
| **MEETING ROOMS** | 40 | 23 |
| **AVERAGE GROUP LODGING RATES** | *In Season:*<br>(4/1-10/30)<br>Sgl./Dbl.-$77-$156<br>*Off Season:*<br>(11/1-12/31)<br>Sgl./Dbl.-$60-$156<br>(1/1-3/5)<br>Sgl.-$40-$92<br>Dbl.-$49-$92<br>(3/6-3/31)<br>Sgl./Dbl.-$55-$125 | *Year-round:*<br>Sgl.-$95<br>Dbl.-$114 |
| **MEAL PLANS** | EP, AP or MAP | EP |
| **GROUP MEAL RATES** | B-$7.75<br>L-$12.60<br>D-$32.25 | B-$16.50<br>L-$19.00<br>D-$32.00 |
| **RECREATION FACILITIES** | 18-hole and 9-hole golf course; 4 pools (3 outdoor, 1 indoor); 8 outdoor tennis courts; health club; sauna | Access to golf courses; 2 pools (1 indoor, 1 outdoor); 2 outdoor tennis courts; health club; sauna |
| **NEAREST AIRPORT** | Norfolk Int'l. | Newark International |
| **DISTANCE/TIME FROM AIRPORT** | 45 mi./50 min. | 22 mi./35 min. |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*



WE TURN WORKERS INTO WORKAHOLICS.

Why offer incentives no one has ever heard of, when you could give products people will really *work* for?

From Black & Decker.

We've got dozens of highly-advertised items. At *all* price levels. Everything from inexpensive glue guns, to higher-priced professional-quality tools. Plus, of course, what you see here.

So, why not call Dick MacDonald at (301) 683-7115.

And find out how easy it is to afford some of America's most popular products.

From Black & Decker.

BLACK&DECKER
IDEAS AT WORK.

Circle No. 126 on Reader Service Card

TABLE III-8

## Selected Budget Motel Chains

| CHAIN (RESERVATIONS) | NO. OF LOCATIONS | TOTAL NO. OF ROOMS | INNS UNDER CONSTRUCTION | INNS PLANNED | RATES | FACILITIES & SERVICES |
|---|---|---|---|---|---|---|
| **DAYS INNS OF AMERICA (1-800-325-2525)** | 569 | 82,000 | 20 | 75 | Sgl.-$25-$90<br>Dbl.-$30-$110 | Color TV; pool; restaurant; nearby gas/service; meeting rooms; cocktail lounge |
| **ECONO LODGES OF AMERICA (1-800-446-6900)** | 407 | 32,000 | N.A. | 100 | Sgl.-$30-$35<br>Dbl.-$35-$40 | Color TV; meeting rooms; non-smoking rooms; rooms for handicapped; restaurant adjacent or nearby |
| **RED ROOF INNS (1-800-848-7878)** | 179 | 19,712 | 7 | 24 | Sgl.-$23.95-$39.95<br>Dbl.-$30.95-$46.95 | Color TV; free in-room movies; conference rooms; sports; free daily newspaper; morning coffee; non-smoking rooms; rooms for handicapped |
| **BUDGETEL (1-800-428-3438)** | 52 | 5,652 | 7 | 8 | Sgl.-$27.95<br>Dbl.-$32.95 | Color TV with satellite stations; meeting rooms; non-smoking rooms; rooms for handicapped |
| **BEST WESTERN (1-800-528-1234)**<br>**For the hearing impaired: (1-800-528-2222)** | 1,893 | 172,519 | N.A. | N.A. | Sgl.-$52.16<br>Dbl.-N.A. | Color TV with satellite stations; pool; access to family restaurant; senior citizen discounts; free travel guide |
| **LA QUINTA MOTOR INNS (1-800-531-5900)** | 190 | 24,119 | N.A. | 4 | Sgl.-$30<br>Dbl.-$50-$55 | Color TV with satellite stations; pool; laundry service; non-smoking rooms; rooms for handicapped; free morning coffee |
| **MOTEL 6 (505-891-6161)** | 426 | 48,170 | 6 | 30-40 | Sgl.-$14.95-$28.95<br>Dbl.-$19.95-$33.95 | Color TV; pool; access to family restaurant; in-room movies; free local phone calls; kids 18 and under stay free in same room |
| **SUSSE CHALET MOTOR LODGE & INNS (1-800-258-1980)**<br>**In New Hampshire: (1-800-572-1800)**<br>**In Canada: (1-800-858-5008)** | 33 | 3,300 | 4 | 10 | Sgl.-$31.71-$36.70<br>Dbl.-$35.70-$40.70 | Color TV with satellite stations; pool; valet; laundry; baby sitting; auto emergency service; secretarial service |

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

TODAY.

Tax laws have changed this year. And tax forms are different.
So it's smarter than ever to file now and file accurately. If you need help,
call or visit your local IRS office. And make your taxes less taxing.

Make your taxes less taxing.
Do them today.

A Public Service of This Publication & Ad Council Internal Revenue Service

SECTION IV

# SALES SUPPORT & INCENTIVES

# INCENTIVE TRAVEL SURVEY

## What's the biggest problem facing travel managers? Getting the boss to believe in the numbers.

Incentive travel continues to draw rave reviews from marketers, who report sales gains averaging 20.8% when they undertake a travel campaign. According to *Incentive Marketing* magazine's most recent survey of more than 700 incentive travel executives, even though trip costs rose this year at a double-digit clip, costs of programs as a percentage of resulting sales gains have actually dropped. Most intriguing in the current survey of incentive travel users, though, are the problems marketers face when using travel awards to motivate their salespeople, distributors, and employees.

Although survey respondents seem convinced about the value of incentive travel, top management presents a problem. A midwestern chemical executive notes that he has trouble "convincing executives that travel means a lot more to salespeople on the firing line than executives think it does."

A California distributor running fairly big trips for salespeople and retailers has to sell quality—"convincing the president and executive vice president of the value of a top-quality incentive trip as opposed to a cheap program."

A western heating and air-conditioning supplier with a substantial travel budget says, "We're still in the dark ages of sales motivation because our general manager looks upon incentives not as an inducement to buy, but more of a 'thank you' for your purchases. Proper rules-structuring would do a lot to enhance sales performance."

Scott Trentadue, vice president of the Goetz Broadcasting Corporation in Fort Atkinson, WI, adds that "the biggest problem is convincing the chief executive officer that there will be a sales increase that will lead to a larger bottom line."

Many who conduct incentive travel programs end up with some nagging questions: What is truly incremental business? What would happen without the promotion? What factors outside the program influenced the results?

And, perhaps, the longer the promotion, the more room there is for doubt. Jim Agnew, second vice president of the American Mutual Life Insurance Co., Des Moines, IA, asks: "What impact did the incentive program have on increased sales—or what would sales have been without the program—keeping in mind that we have a two-year qualifying period for our major meeting?"

Another variable is suggested by a New England floor covering wholesaler: "Because we are consistently offering special promotions with primary emphasis on price, we have never been able to pinpoint the exact influence the trip has on our dealers." For this reason, he does not try to attribute sales increments to the incentive program specifically. "We look at total sales," he says. Other companies take a similar approach.

### EXPANSION SLOWS

Despite these problems, marketers report impressive results when asked how much sales gained during the travel incentive campaign against sales in the same period the year before. This year's reported sales gain of 20.8% was up three percentage points from 1986.

And, though the cost of trips rose by a staggering 19%—to a new high of $1,638 per person—the improved sales results brought the cost per incremental sales gain down to 10.7% from 11.5% last year.

Increased costs concern a number

**TABLE IV-1**

### Expected Increases in 1988 Trade Show Exhibition Costs

| COMPONENT | PROJECTED AVERAGE INCREASE |
|---|---|
| SPACE RENTAL RATES | 5.1% |
| PERSONNEL | |
| PROJECTIONIST | 2.9% |
| JANITOR | 2.5% |
| PLUMBER | 2.1% |
| ELECTRICIAN (HOURLY) | 3.8% |
| INSTALLATION & DISMANTLING | 4.0% |
| EQUIPMENT | |
| AUDIOVISUAL | 3.6% |
| FURNITURE | 4.2% |
| SERVICES | |
| PHOTOGRAPHER | 1.9% |
| FLORIST | 3.0% |
| SECURITY GUARD | 3.7% |
| TRANSPORTATION | |
| COMMON CARRIER/MOTOR FREIGHT | 6.5% |
| VAN SHIPMENT (UNCRATED) | 9.3% |
| DRAYAGE (WAREHOUSE TO BOOTH) | 6.8% |
| DRAYAGE (DOCK TO BOOTH) | 8.1% |
| OTHER | |
| NEW CONSTRUCTION | 7.8% |
| EXHIBIT PREP AND REFURBISHING | 7.4% |
| PRESENTERS/MODELS/LIVE TALENT | 7.5% |

SOURCE: International Exhibitors Association.

**TABLE IV-2**

## Typical Trade Show Exhibit Costs

| COMPONENT | 1987 AVERAGE COST |
|---|---|
| SPACE RENTAL RATES/SQ. FT. | $12.43 |
| **EXHIBIT CONSTRUCTION:** | |
| BACKWALL/LINEAR FT. | $163.00 |
| ISLAND/SQ. FT. | $37.00 |
| FREIGHT/CWT. | $22.31 |
| DRAYAGE/HR. | $30.85 |
| **PERSONNEL:** | |
| PROJECTIONIST/HR. | $22.33 |
| JANITOR/SQ. FT. | $.11 |
| PLUMBER/HR. | $33.52 |
| ELECTRICIAN/HR. | $30.42 |
| CARPENTER/HR. | $34.01 |
| **FURNITURE RENTAL:** | |
| UPHOLSTERED LOUNGE CHAIR | $28.65 |
| FIBERGLASS SIDE CHAIR | $17.23 |
| DRAPED DISPLAY TABLE (2X6 FT.) | $44.78 |
| OAK OR HARDWOOD DESK | $101.78 |
| CARPETING/SQ. YD. | $12.05 |

SOURCES: Exhibit Surveys, Inc./*Tradeshow Week*, Los Angeles, CA (copyright 1987).

**TABLE IV-3**

## Audiovisual Equipment Purchase and Rental Costs

| EQUIPMENT | PURCHASE PRICE 1987 | DAILY RENTAL 1987 | WEEKLY RENTAL 1987 |
|---|---|---|---|
| **Projectors:** | | | |
| Super 8mm sound movie | N.A. | $25 | $83 |
| 16mm sound movie | $900-1,500 | 28 | 93 |
| 35mm slide projector | N.A. | 23 | 77 |
| 35mm slide w/synch. tape deck | 450-1,000 | 35 | 117 |
| Rear-screen 35mm filmstrip w/ self-contained synch. tape | 400-820 | 37 | 123 |
| Opaque projector | 659-798 | 33 | 110 |
| Overhead transparency | 200-771 | 25 | 83 |
| Remote-control silent filmstrip | 250-290 | 27 | 90 |
| **Tape Recorders:** | | | |
| Cassette | $47-550 | $29 | $97 |
| Reel-to-reel | 500-1,295 | 38 | 127 |
| **Video Equipment:** | | | |
| ½-inch color cassette recorder/ player | $495-2,475 | $58 | $193 |
| ¾-inch color cassette recorder/ player | 1,759-3,350 | 85 | 283 |
| Color player (¾-inch) | N.A. | 75 | 250 |
| Color camera | 900-8,350 | N.A. | N.A. |
| Color monitors | 300-1,395 | N.A. | N.A. |
| Large-screen receiver | N.A. | 103 | 343 |

**NOTES:** Purchase prices are manufacturers' suggested retail prices without optional extras. N.A.—prices for these items not available.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

of this year's respondents. While all the numbers add up to successful promotion, there is evidence that escalating price tags may be causing some marketers to cut back on travel usage. With better results than last year's and in an economic climate not significantly better or worse, the rate of expansion in incentive travel spending seems to be slowing. In 1986, spending rose 6.5% over that of 1985. Although final figures are not yet available, early results point to an increase of only about 4.1% this year.

Steven Kendall, marketing manager of the Dukane Corporation, St. Charles, IL, says, "Travel costs are usually so high that small accounts are effectively left out, because their incremental sales can't justify a travel award."

And C.H. Hutchinson, president of LRP Electronics in Lima, OH, notes that "increasing costs over last year has us looking at merchandise promotions, thus cutting down on trips." From a budget that was top heavy with travel in 1986, he has shifted the emphasis strongly toward merchandise in this year's programming, but he is still conducting one domestic trip for about 100 people over three nights.

One wholesaler notes the problem of "receiving accurate information concerning cost when planning a year and a half in advance."

### THE SERVICE FACTOR

Not only is the average cost per person way up—more than $250 over 1986—but the median rose as well. After years of holding steady at $1,200, the figure leaped to $1,400. Overall budgets did not rise by a corresponding rate because fewer people qualified for awards, with a 34% qualification rate reported this year against 36% in 1986. The average number of travelers per company in this study is 142, down from 157 a year ago.

Respondents also cite problems with incentive travel suppliers. It appears that a full-service company offering promotion and trip fulfillment would be the best answer for many companies, but some disagree. "Most incentive travel companies don't really understand the needs of companies using their services," says Ronald Braswell, director of sales administration for the Reynolds & Reynolds Company, Dayton, OH. "Instead, they want to shove their own ideas and standards on you."

A New England machinery firm with a six-figure budget says that full-service companies "are too expensive for our limited programs. Those who will service our needs do not provide adequate promotion tools."

An executive of a major office-equipment company has problems with "the ability of hotels to adjust to changing conditions and/or their ability to handle pre-conference logistics and registration. Additionally, conference and hotel sites often fail to anticipate peak workloads—arrival and departure periods for large groups."

Despite planning with a local travel agent, Paul N. Gale, executive vice president of Western Water Management, Inc., North Kansas City, MO, is plagued by problems with "follow-through on arranged plans—events, meals, tours, car rentals, etc.—specifically arranged in advance, not available on arrival even though fully confirmed."

### INCREASING VOLUME

Survey respondents provide these planning insights:

*Who is the target?* Company-employed salespeople are the most numerous of incentive travelers, targeted by 75% of survey respondents. Following are: retail dealers, named by 36%; distributors, 25%; dealer sales personnel, 22%; independent sales reps, 17%; and non-sales personnel, distributor salespeople, and direct-selling people, each indicated by 15%. The total exceeds 100% because the users direct their travel campaigns at an average of more than two categories each.

In dollars, 51% of total expenditures involve company salespeople and employees, with the remainder spent on dealers and distributors.

*What is the purpose?* Of 10 objectives listed in the survey, "increase overall volume" is the one most frequently indicated. This year, 71% of travel users picked increased volume as their prime objective, against 81% a year ago.

Improving morale or goodwill runs second with 47%. Another 37% want to sell new accounts. Other objectives include: stimulating product introductions, 26%; helping to move a full line or slow items, 24%; offsetting competition, 22%; bolstering a slow season, 18%; preparing for a strong season, 13%; building dealer traffic, 10%; and supporting consumer promotion, 10%.

*Planning, rules, and budgets.* Setting objectives and rules is difficult, and that is reflected in extensive planning time. In this year's survey, planning begins an average of 44 weeks before the trip departure, five weeks longer than last year. The qualifying period has grown to 31 weeks from 28 weeks last year.

**TABLE IV-4**

## Estimated Advertising Percentages in Selected Industries

| INDUSTRY | ADVERTISING & PROMOTION BUDGET AS A % OF NET SALES (ESTIMATES) 1988 | 1987 | (ACTUALS) 1986 |
|---|---|---|---|
| **Food Products** | | | |
| Food & kindred products | 5.8% | 5.8% | 5.9% |
| Meat products | 1.9 | 1.8 | 1.8 |
| Dairy products | 6.4 | 6.1 | 5.7 |
| Canned foods | 6.6 | 6.4 | 6.1 |
| Flour & other grain products | 1.1 | 1.2 | 1.3 |
| Bakery products | 2.2 | 2.1 | 2.1 |
| Malt beverages | 9.4 | 9.2 | 8.9 |
| **Tobacco Products** | | | |
| Cigarettes | 6.4 | 6.7 | 7.2 |
| Cigars | 1.9 | 2.0 | 2.0 |
| **Textile Mill Products** | | | |
| Textile products | 2.3 | 2.3 | 2.2 |
| Floor-covering mills | 0.8 | 0.9 | 0.9 |
| **Apparel** | | | |
| Apparel & finished products | 2.2 | 2.2 | 2.3 |
| **Furniture & Fixtures** | | | |
| Household furniture | 2.8 | 2.7 | 2.7 |
| Office furniture | 1.4 | 1.4 | 1.4 |
| **Paper Products** | | | |
| Paper & allied products | 1.5 | 1.5 | 1.5 |
| **Printing & Publishing** | | | |
| Publishing | 14.7 | 8.4 | 5.0 |
| Newspapers | 4.1 | 3.4 | 2.9 |
| Periodicals | 3.7 | 3.8 | 3.9 |
| Books | 4.1 | 4.1 | 4.1 |
| **Chemicals & Allied Products** | | | |
| Chemicals | 2.5 | 2.2 | 2.1 |
| Industrial inorganic chemicals | 19.5 | 19.0 | 18.4 |
| Plastic materials & synth. resins | 0.9 | 0.9 | 0.9 |
| Ethical drugs | 9.2 | 9.2 | 9.3 |
| Soap & other detergents | 8.4 | 8.3 | 8.1 |
| Paints, varnishes & lacquers | 2.5 | 2.6 | 2.7 |
| **Petroleum & Coal Products** | | | |
| Petroleum refining | 0.3 | 0.3 | 0.3 |
| Paving & roofing materials | 1.0 | 1.0 | 1.0 |
| **Rubber & Misc. Plastic Products** | | | |
| Rubber products | 2.3 | 2.2 | 2.0 |
| Misc. plastic products | 1.7 | 1.6 | 1.5 |
| Footwear (except rubber) | 4.2 | 4.2 | 4.2 |
| **Stone, Clay & Glass Products** | | | |
| Glass containers | 1.5 | 1.5 | 1.5 |
| Pottery & china | 1.0 | 1.0 | 1.0 |
| **Foundries** | | | |
| Blast furnaces | 2.5 | 2.4 | 2.1 |
| **Fabricated Metals** | | | |
| Heating equip. & plumbing fixtures | 2.6 | 2.6 | 2.4 |
| **Machinery & Equipment** | | | |
| Farm & garden machinery & equip. | 1.6 | 1.6 | 1.5 |
| Metalworking equip. | 4.6 | 4.3 | 4.1 |
| Office computing & accounting mach. | 1.2 | 1.2 | 1.2 |
| Refrigeration equip. | 2.2 | 2.1 | 1.9 |
| **Electric & Electronic Equipment** | | | |
| Household appliances | 4.6 | 4.4 | 4.1 |
| Radios & TV sets | 2.2 | 2.3 | 2.3 |
| **Transportation Equipment** | | | |
| Motor vehicles & car bodies | 1.6 | 1.6 | 1.6 |
| Travel trailers & campers | 0.8 | 0.8 | 0.8 |
| **Instruments & Related Products** | | | |
| Optical instruments & lenses | 2.1 | 2.0 | 1.9 |
| Photographic equip. | 3.3 | 3.4 | 3.4 |
| Watches & clocks | 1.9 | 2.0 | 2.2 |

TABLE IV-4

## Estimated Advertising Percentages in Selected Industries (continued)

| | ADVERTISING & PROMOTION BUDGET AS A % OF NET SALES | | |
|---|---|---|---|
| | (ESTIMATES) | | (ACTUALS) |
| INDUSTRY | 1988 | 1987 | 1986 |
| **Misc. Manufacturing Industries** | | | |
| Jewelry & precious metals | 3.3 | 3.2 | 3.1 |
| Musical instruments | 4.0 | 4.0 | 4.1 |
| Toys, games & sporting goods | 14.4 | 13.5 | 12.5 |
| Pens & other writing instruments | 5.4 | 5.4 | 5.3 |
| **Communications** | | | |
| Radio-TV broadcasters | 3.8 | 3.8 | 3.8 |
| **Wholesaling** | | | |
| Autos & auto parts | 4.1 | 4.2 | 4.4 |
| Sporting & recreational goods | 12.3 | 11.1 | 10.5 |
| Drugs | 0.6 | 0.7 | 0.7 |
| Food | 0.6 | 0.6 | 0.7 |
| **Retailing** | | | |
| Lumber | 3.0 | 2.9 | 2.8 |
| Department stores | 3.1 | 3.1 | 3.1 |
| Variety stores | 2.3 | 2.3 | 2.3 |
| Grocery-store chains | 1.6 | 1.5 | 1.5 |
| Automotive dealers & gas suppliers | 3.5 | 3.3 | 3.2 |
| Apparel | 2.5 | 2.5 | 2.4 |
| Women's ready-to-wear | 1.4 | 1.4 | 1.5 |
| Shoes | 1.7 | 1.8 | 1.8 |
| Furniture | 6.4 | 6.1 | 5.8 |
| Restaurants & fast-food chains | 3.9 | 3.9 | 3.8 |
| Mail-order houses | 14.2 | 14.3 | 14.5 |
| **Misc. Service Industries** | | | |
| Hotels & motels | 3.6 | 3.6 | 3.5 |
| Personal services | 6.8 | 6.7 | 6.6 |
| Motion picture production | 7.8 | 8.5 | 9.5 |
| Educational services | 4.9 | 4.8 | 4.7 |

**NOTES:** This table is based on *Ad $ Forecasts*, the 11th annual study of advertising and promotional expenditures of major U.S. corporations published by Pansophic Systems, Inc. The study contains 1986 historical data and current-year forecasts of advertising budgets for more than 4,000 publicly owned companies in 280 different industries. Figures are compiled from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, however, since companies may vary on their interpretation of what constitutes advertising and/or promotional expenditures. Also, large companies operating in several different fields may be listed only in their primary industry sector, and figures for privately owned companies do not appear. Copies of *Ad $ Forecasts* are available at a cost of $325 from Pansophic Systems, Inc., 709 Enterprise Dr., Oak Brook, IL 60521.

SOURCE: Pansophic Systems, Inc. This report cannot be reproduced or distributed without the expressed written consent of Pansophic Systems, Inc. © 1987 by Pansophic Systems, Inc.

The ideal rule structure is open-ended, permitting all who reach stated goals to earn the trip. That is according to 76% of users in this survey, up from 63% last year. In addition, 61% of the executives base qualifying levels on sales forecasts, while some 30% determine how much the trip will cost and set their quotas accordingly. Other methods are used by 9% of the respondents, presumably a combination of the two.

The budget must be reasonably firm: 62% set a special budget for the campaign in advance, while only 16% await the campaign's outcome before determining the budget. Another 14% use regularly allocated promotion funds, and 9% earmark a percentage of anticipated added sales.

Some respondents have an additional variable to consider in the budgeting process—buy-ins—with 30% letting participants pay cash for the portion of the trip cost that they do not earn. Among those who provide the option, an average of 26% of participants elect to buy in.

*Who makes decisions?* The climax of the planning process is the final decision, and that remains a top-management prerogative. Chief executive officers, presidents, vice presidents, and general managers make the final decision in 69% of the companies surveyed, five points higher than in last year's survey. Sales or marketing directors were named by 23% of respondents, followed by product or merchandising managers (4%), meeting planners (3%), and advertising or promotion directors (2%).

As for actual trip planning, 42% of respondents use a local travel agent; 23% rely on in-house personnel; 22% use a full-service incentive company; and the remaining 13% work directly with airlines, hotels, and ground operators.

*Evaluation.* How do executives measure sales results? Total units/dollars sold represents the leading criterion, chosen by 58%. A fairly strong second is the percentage of eligible people reaching goal or quota, favored by 41%. Running further behind are three other measurements: increase in market share (18%), profit on incremental sales (17%), and branch or district performance (15%).

### WHAT THE FUTURE HOLDS

Following are some trends in incentive travel usage:

In 1986, travel users spent an estimated $1.67 billion. The sales incentive portion—51%—grew at a 7.5% rate over the prior year, while dealer campaigns grew only 5.6%. Preliminary estimates for 1987 show incentive travel for salespeople running ahead by 4.4% and for dealers, up 3.8%.

Group trips are favored by 62%, with the remainder giving individual travel awards. Whether in groups or individually, the travelers usually come in pairs, with spouses included in the plans of 92% of respondents. The average trip lasts over five nights, the same as in last year's survey.

Business meetings are included by 62% of the executives who take groups—an increase from 53% who planned meetings last year. The average meeting time on a trip rose to 10 hours, from 8.7 hours among the previous survey group.

Companies that favor foreign destinations run a median of one campaign a year, while firms that prefer domestic sites have a median of two each year. About 50% of the respondents said they use foreign trips and 86% indicated domestic sites, suggesting that about 36% use both. In dollars, however, expenditures for domestic programs represent about 72% of the total. This is because of the greater number of domestic movements involving larger numbers of people.

*This article originally appeared in the September, 1987, issue of* Incentive Marketing *magazine. Reprints can be obtained by contacting Incentive Marketing, 633 Third Ave., New York, NY 10017.*

**TABLE IV-5**

## Selected Incentive Travel Destinations

| | ACAPULCO MEXICO | AMSTERDAM HOLLAND | ATLANTIC CITY NEW JERSEY | BANFF CANADA |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $397 | $459 | $188 | $317 |
| **High Season** | $397 | $749 | $188 | $317 |
| **LODGING** | | | | |
| **Low Season** | $45 | $200 | $90 | $75 |
| **High Season** | $60 | $275 | $125 | $90 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $25 | $30 | $30 | $45 |
| **GROUP ACTIVITY** | $30<br>Mexican theme party | $35<br>Theme party | $40<br>Dinner & show | $20<br>Wine & cheese party |

| | CANCUN MEXICO | CANNES FRANCE | CHARLESTON SOUTH CAROLINA | DUBLIN IRELAND |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $295 | $655 | $198 | $555 |
| **High Season** | $345 | $911 | $198 | $729 |
| **LODGING** | | | | |
| **Low Season** | $190 | $120 | $65 | $138 |
| **High Season** | $125 | $160 | $85 | $177 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $30 | $40 | $25 | $35 |
| **GROUP ACTIVITY** | $40<br>Mexican fiesta | $50<br>Gay Paree party | $27<br>Oyster roast | $40<br>Theme party |

| | HONG KONG ISLAND HONG KONG | HONOLULU HAWAII | KAUAI HAWAII | LAS VEGAS NEVADA |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $1,099 | $564 | $638 | $238 |
| **High Season** | $1,197 | $599 | $728 | $314 |
| **LODGING** | | | | |
| **Low Season** | $105 | $99 | $120 | $65 |
| **High Season** | $160 | $160 | $145 | $95 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $40 | $35 | $40 | $25 |
| **GROUP ACTIVITY** | $50<br>Theme party | $45<br>Hawaiian Luau | $60<br>Luau | $35<br>Cocktail & show |

| | LISBON PORTUGAL | LONDON ENGLAND | MAUI HAWAII | MIAMI FLORIDA |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $598 | $448 | $638 | $238-$299 |
| **High Season** | $762 | $698 | $708 | $238-$299 |
| **LODGING** | | | | |
| **Low Season** | $95 | $230 | $175 | $49 |
| **High Season** | $125 | $290 | $250 | $90 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $25 | $35 | $35 | $30 |
| **GROUP ACTIVITY** | $35<br>Theme party | $45<br>Dinner package | $50<br>Hawaiian Luau | $30<br>Dinner package |

**TABLE IV-5**

## Selected Incentive Travel Destinations

| | MONTE CARLO MONACO | MONTREAL CANADA | NASSAU BAHAMAS | ORLANDO FLORIDA |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $655 | $155 | $198 | $193-$278 |
| **High Season** | $911 | $170 | $409 | $193-$278 |
| **LODGING** | | | | |
| **Low Season** | $108 | $110 | $110 | $120 |
| **High Season** | $175 | $135 | $170 | $140 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $40 | $30 | $25 | $25 |
| **GROUP ACTIVITY** | $45<br>Dinner package | $32<br>Theme party | $35<br>Poolside barbecue | $35<br>Dinner package |

| | PUERTO VALLARTA MEXICO | ROME ITALY | SAN ANTONIO TEXAS | SAN DIEGO CALIFORNIA |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $295 | $598 | $208 | $278 |
| **High Season** | $345 | $836 | $208 | $278 |
| **LODGING** | | | | |
| **Low Season** | $55 | $200 | $85 | $125 |
| **High Season** | $90 | $265 | $100 | $145 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $25 | $45 | $25 | $38 |
| **GROUP ACTIVITY** | $30<br>Mexican fiesta | $60<br>Toga party | $30<br>Barbecue | $50<br>Dinner party at Sea World |

| | SAN FRANCISCO CALIFORNIA | SINGAPORE | TAMPA-ST. PETERSBURG FLORIDA | TOKYO JAPAN |
|---|---|---|---|---|
| **AIRFARES** | | | | |
| **Low Season** | $298 | $1,150 | $238-$279 | $1,071 |
| **High Season** | $298 | $1,150 | $238-$279 | $1,147 |
| **LODGING** | | | | |
| **Low Season** | $120 | $45 | $90 | $125 |
| **High Season** | $175 | $45 | $190 | $180 |
| **MEALS** | | | | |
| **MAP (Modified American Plan)** | $42 | $30 | $30 | $40 |
| **GROUP ACTIVITY** | $55<br>Dinner package | $22<br>Twilight dinner cruise | $40<br>Theme party | $45<br>Japanese theme party |

| | VAIL COLORADO | WILLIAMSBURG VIRGINIA |
|---|---|---|
| **AIRFARES** | | |
| **Low Season** | $340 | $158 |
| **High Season** | $340 | $158 |
| **LODGING** | | |
| **Low Season** | $72 | $75 |
| **High Season** | $95 | $95 |
| **MEALS** | | |
| **MAP (Modified American Plan)** | $30 | $22 |
| **GROUP ACTIVITY** | $50<br>Winter Wonderland theme party | $35<br>Colonial Virginia theme party |

**NOTES:** All rates shown are approximate per person prices based on a group package tour of 40 people for a minimum stay of five days and four nights. **Airfares** originate from Chicago and are discounted APEX excursion rates commonly obtainable when departing on a Thursday and returning no earlier than Sunday. Note that air fares to the Orient, South America, and Europe generally call for a minimum stay of seven days. **Lodging** rates are per person, per night based on double occupancy. Hotel rates may vary, however, depending on accommodations. **Meals** are baed on the typical add-on cost of a Modified American Plan (MAP), which includes breakfast and dinner daily. At those hotels not offering MAP, prices are based on approximate group meal rates for breakfast and dinner. **Group Activity** rates are also approximate and can vary depending on the type of function offered. Generally, a theme activity includes a meal and drink indigenous to the particular destination in question. Taxes and gratuities are not included in lodging and meal rates, and should range between 20% and 25% depending on the location.
SOURCE: McCord Travel Services.

SECTION V

# TRANSPORTATION

# PERSONAL-USE CHARGEBACKS: NEW TAX LAWS CAUSE POLICY CHANGES

A look at the pros and cons of three standard programs—and a new alternative that offers the best of both worlds.

Personal use chargeback programs—where employees pay for any personal use of a company-owned vehicle—have lately undergone extensive reevaluation, due primarily to new regulations outlined in the government's Tax Reform Act of 1986.

Companies can expect the Internal Revenue Service to investigate more carefully than ever the availability and accuracy of records for all business miles. Consequently, the IRS will also weigh, with more sensitive balances, the accuracy of chargebacks.

A recent survey of the nation's fleet executives found that 63% have reexamined their chargeback policies in response to the new tax laws, while 57% said they have established stricter expense and mileage reporting procedures for their employees.

Historically, chargeback policies have conformed to one of the following three approaches: the Cents-Per-Mile Method, the Fixed Dollars-Per-Month Method, or the Combination Per-Mile/Per-Month Method. Under the new laws, however, a fourth method has been developed, which involves Fuel- and Oil-per-mile Reimbursement plus a Fixed Monthly Chargeback, or the FOR/FMC Method. Under this method, firms reimburse drivers for their fuel and oil costs based on each business mile reported and charge back a portion of other auto costs as a fixed monthly sum. Looking at these policies individually, we'll examine the pros and cons of each, allowing an assessment of their relative merit.

## CENTS-PER-MILE

Here, drivers report personal miles driven and the company assesses them a predetermined cents-per-mile rate. This charge is considered repayment to the company for all operating and some ownership costs, the advan-

**TABLE V-1**

### Projection of Fixed and Operating Costs for a 1988 Midsize Car in Selected Cities

| LOCATION | OPERATING COSTS | FIXED COSTS | TOTAL ANNUAL COSTS |
|---|---|---|---|
| Albuquerque | $1,133 | $2,571 | $3,704 |
| Chicago | 1,185 | 2,879 | 4,064 |
| Eau Claire, WI | 1,088 | 2,484 | 3,572 |
| Houston | 1,088 | 3,022 | 4,110 |
| Knoxville, TN | 1,043 | 2,607 | 3,650 |
| Los Angeles | 1,125 | 3,845 | 4,970 |
| Milwaukee | 1,080 | 2,509 | 3,589 |
| Orlando, FL | 1,073 | 2,639 | 3,712 |
| Philadelphia | 1,065 | 3,949 | 5,014 |
| Washington, DC | 1,193 | 2,916 | 4,109 |

**NOTES:** Figures are based on expenses for a 1988 model midsize, 4-door sedan equipped with automatic transmission, power steering, power disc brakes, tinted glass, AM-FM stereo, cruise control, and air conditioning, with an assumed retention cycle of 4 years/60,000 mi. Operating Costs include fuel, oil, tires, and maintenance. Fixed Costs include insurance, depreciation, financing, taxes, and license fees.

SOURCE: Runzheimer International, Rochester, WI.

**TABLE V-2**

### Projection of Fixed and Operating Costs for Selected 1988 Model Autos

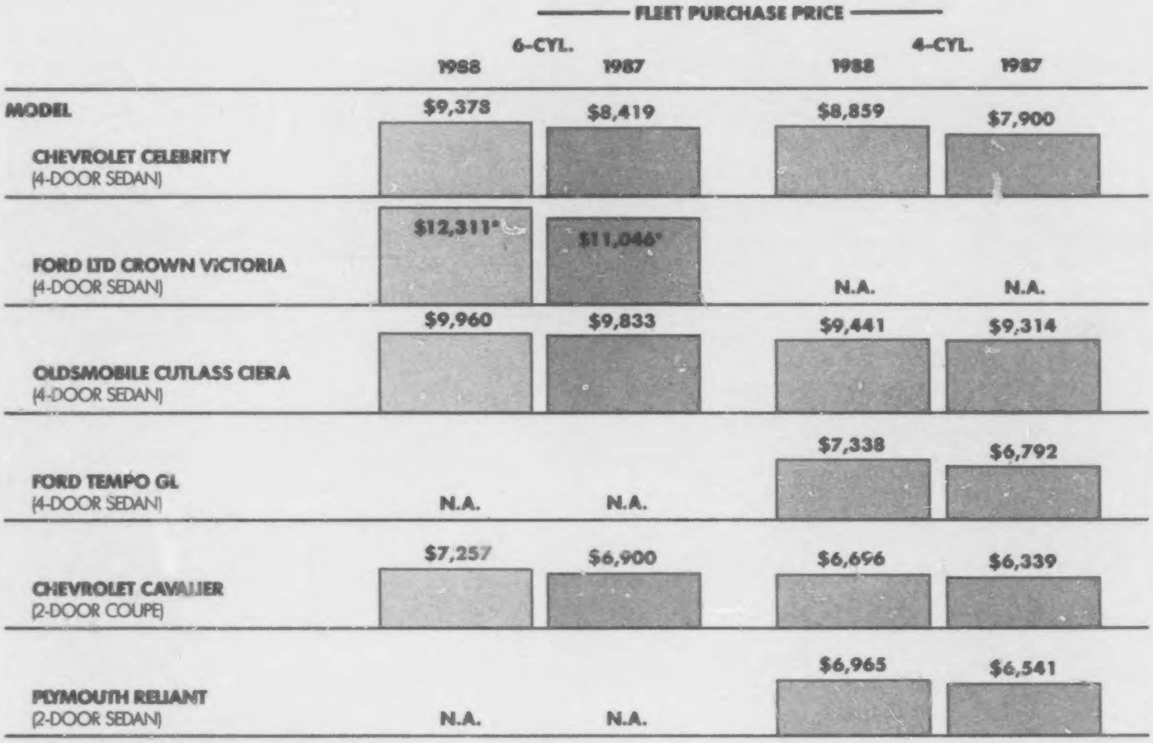
| | ANNUAL COSTS FOR 20,000 MILES | | |
|---|---|---|---|
| MODEL | OPERATING | FIXED | TOTAL |
| Cadillac Deville (8-cyl.) | $1,710 | $6,328 | $8,038 |
| Chevrolet Caprice (8-cyl.) | 1,790 | 4,517 | 6,307 |
| Oldsmobile Cutlass Ciera (6-cyl.) | 1,600 | 4,610 | 6,210 |
| Chevrolet Celebrity (6-cyl.) | 1,480 | 4,325 | 5,805 |
| Ford Taurus L (6-cyl.) | 1,530 | 4,222 | 5,752 |
| Ford Tempo GL (4-cyl.) | 1,370 | 4,126 | 5,496 |
| Plymouth Reliant K (4-cyl.) | 1,320 | 4,168 | 5,488 |
| Dodge Caravan (4-cyl.) | 1,460 | 3,739 | 5,199 |
| Chevrolet Cavalier (4-cyl.) | 1,260 | 3,887 | 5,147 |
| Ford Escort GL (4-cyl.) | 1,200 | 3,757 | 4,957 |

**NOTES:** All costs are based on a 36-month/60,000-mile retention cycle. Models listed are 4-door sedans equipped with automatic transmission, power steering, power disc brakes, air conditioning, tinted glass, AM-FM stereo, body side-molding, cruise control, and left-hand remote control mirror. Operating Costs include fuel, oil, tires, and maintenance, while Fixed Costs include insurance, depreciation, financing, taxes, and licenses.

SOURCE. Runzheimer International, Rochester, WI.

**TABLE V-3**

## Automobile Fleet Purchase Costs



| MODEL | FLEET PURCHASE PRICE 6-CYL. 1988 | 6-CYL. 1987 | 4-CYL. 1988 | 4-CYL. 1987 |
|---|---|---|---|---|
| **CHEVROLET CELEBRITY** (4-DOOR SEDAN) | $9,378 | $8,419 | $8,859 | $7,900 |
| **FORD LTD CROWN VICTORIA** (4-DOOR SEDAN) | $12,311* | $11,046* | N.A. | N.A. |
| **OLDSMOBILE CUTLASS CIERA** (4-DOOR SEDAN) | $9,960 | $9,833 | $9,441 | $9,314 |
| **FORD TEMPO GL** (4-DOOR SEDAN) | N.A. | N.A. | $7,338 | $6,792 |
| **CHEVROLET CAVALIER** (2-DOOR COUPE) | $7,257 | $6,900 | $6,696 | $6,339 |
| **PLYMOUTH RELIANT** (2-DOOR SEDAN) | N.A. | N.A. | $6,965 | $6,541 |

**NOTES:** *—Prices shown here are for an 8-cylinder standard, since this model does not offer 4- or 6-cylinder options. All prices quoted include only manufacturers' standard options. Freight, tax, and destination charges are not included. Prices may vary according to specific deals worked out by individual buyers and sellers.

SOURCE: Automobile Invoice Service, New Car Cost Guide.

tage being that employees repay the company for the actual number of personal miles reported.

Although the intent of this method is to recover all non-business operating costs, it actually recoups only a small percentage of ownership expenses. Drivers normally underpay because, in reality, each personal mile may carry a value that exceeds the fixed cents-per-mile charge. In addition, this method assumes the same operating expense in all driving territories and thus fails to account for cost differences between geographic areas. Also, this approach does not effectively deal with the driver's temptation to report fewer personal miles than are actually traveled.

The most common justification that companies use in taking this approach is the false premise that the driver need not share in license, tax, insurance, and most other depreciation expenditures. However, these cost components carry real and identifiable dollar values for each driver and should be shouldered by the employee in direct proportion to personal use.

Because of these drawbacks, a firm that follows this method of reimbursement will usually receive much less payment than is reasonable or equitable. As a result, the company's business car costs will remain unnecessarily high, while an untaxed fringe benefit accrues to the employee. This could eventually place both parties in an untenable situation, not only from a fairness standpoint but also because an audit of the company's fleet car program could result in retroactive taxes and/or penalties.

### DOLLARS-PER-MONTH

A company using this program asks its employees to pay a chargeback of a predetermined monthly rate. The assumption is that the monthly amount covers all ownership expenses and some or all operating costs attributable to personal use. Unfortunately, this assumption is not likely to stand up under closer examination.

Although this type of system is easy to administer, the fixed dollars-per-month approach normally allows companies to recover some portion of ownership expenses, but few companies, if any, try to recover operating costs such as gas, oil, tires, and maintenance. In addition, significant untaxed fringe benefits once again accrue to the driver, particularly when the monthly payment is set too low.

### THE COMBINATION METHOD

Under this type of program, drivers of employer-provided autos who either charge all expenses to the company or receive full reimbursements for itemized expenses typically report personal miles and the company assesses a per-mile rate for operating costs. In addition, the company assesses drivers a monthly charge to cover ownership costs. This second facet of the combination method is a chargeback that is usually calculated on the basis of time.

Here, the chargeback is correctly divided into two parts. It enables a company to charge equitably for the driver's share of all operating and ownership costs. Through this more complete coverage, firms can also justifiably reduce their fleet budget to accurately reflect business-related costs and avoid providing any unintended income to employee drivers.

To be fair to both parties involved, costs must be carefully researched and implemented so that monthly and per-mile chargeback levels are neither too high nor too low. Overall, however, this method tends to be more accurate than the two preceeding methods, and of the three, this is the most highly recommended.

### THE FOR/FMC METHOD

As stated previously, the current tax law lends itself to a fourth method, which offers the advantages of more detailed record keeping and more precise chargebacks. To conform to the legal requirements of keeping adequate records for all business miles, companies should seriously consider using this method.

On the one hand, drivers of employer-provided vehicles are reimbursed for their gas and oil expenditures on a per-business-mile basis. This method leads a company to reimburse according to the number of business miles traveled, and drivers are consequently motivated to turn in their records in a timely fashion to collect their reimbursement fees.

Secondly, the personal use chargeback is based on the personal-use portion of the fair market value (FMV) of the company-provided vehicle. According to the IRS, the value of an employer-provided auto is considered as compensation to an employee to the extent to which the employee uses the vehicle for personal purposes. The current tax laws require that there be records detailed enough to ensure that the value of all personal use ("fringe benefit value") is either reimbursed to the company via a personal use charge or included in taxable income.

Regulations specify that the starting point for calculating this fringe benefit value must be the fair market value of the use of the automobile. Here, the value of the auto to the employee equals the total FMV of the use of the vehicle minus any amount paid by the employee for this benefit or excluded from the employee's gross income. Regulations offer three alternatives for calculating this fringe benefit value: 1) the Annual Lease Value Method, in which a ratio of business-to-total-miles is measured against a predetermined annual lease value figure, producing a value attributable to personal use; 2) the Cents-Per-Mile Method, where the value of personal use is determined by multiplying personal miles by a standard rate of 21¢ per mile; or 3) the Commuting Value Method, which gauges employee use for commuting purposes by assigning a flat charge of $1.50 per employee for each one-way commute.

For a more in-depth explanation of the ways in which personal use can be calculated, readers should consult Runzheimer International's *1987-88 Survey and Analysis of Business Car Policies and Costs.* Copies of the full report can be obtained by contacting Runzheimer International, Runzheimer Park, Rochester, WI 53167.

UNSEEN CAN MEAN UNFORTUNATE

You can be unpleasantly surprised by what you can't see, especially in business. But with a clear view of market patterns, trends and changes, surprises aren't as likely. That's why so many business leaders rely on Rand McNally Business Reference Products to add visual clarity to planning, market analysis, or tracking of business efforts. Seeing is believing. So set your sights on Rand McNally maps, atlases and guides at your office products or book store. Or, call or write for more information.

Rand McNally
Commercial Atlas & Marketing Guide
Rand McNally
Zip Code Atlas

Rand McNally & Company
Business Reference Products Dept. 217BR
P.O. Box 7600 Chicago, IL 60680 312/673-9100
©Rand McNally & Co., 1987

Circle No. 104 on Reader Service Card

TABLE V-4

## Daily Auto Rental Rates by City and Region

| REGION/METRO AREA | AVERAGE INTERMEDIATE DAILY RATE | AVERAGE COMPACT DAILY RATE |
|---|---|---|
| **Northeast:** | | |
| Albany | $47.35 | $43.75 |
| Boston | 63.65 | 55.00 |
| Bridgeport-Stamford-Norwalk-Danbury, CT | 47.35 | 40.50 |
| Buffalo | 47.00 | 43.75 |
| Harrisburg, PA | 54.65 | 44.50 |
| Hartford, CT | 53.35 | 50.25 |
| Jersey City, NJ | N.A. | N.A. |
| Long Branch, NJ | N.A. | N.A. |
| Nassau-Suffolk, NY | N.A. | N.A. |
| Newark | 57.65 | 53.75 |
| New Bedford, MA | N.A. | N.A. |
| New Brunswick, NJ | N.A. | N.A |
| New Haven, CT | 52.35 | 48.25 |
| New York | 60.65 | 55.75 |
| Philadelphia | 51.00 | 49.25 |
| Pittsburgh | 56.65 | 54.25 |
| Providence, RI | 47.35 | 42.50 |
| Rochester, NY | 44.00 | 40.50 |
| Springfield, MA | 53.35 | 49.75 |
| Syracuse | 46.00 | 42.50 |
| Worcester, MA | 56.35 | 52.00 |
| **Regional Average** | **$53.05** | **$48.15** |

| REGION/METRO AREA | AVERAGE INTERMEDIATE DAILY RATE | AVERAGE COMPACT DAILY RATE |
|---|---|---|
| **Midwest:** | | |
| Akron, OH | $54.00 | $47.50 |
| Canton, OH | N.A. | N.A. |
| Chicago | 55.00 | 54.50 |
| Cincinnati | 47.35 | 45.00 |
| Cleveland | 51.35 | 49.00 |
| Columbus, OH | 48.00 | 41.00 |
| Dayton | 43.65 | 40.50 |
| Des Moines | 40.00 | 37.25 |
| Detroit | 58.65 | 55.00 |
| Grand Rapids, MI | N.A. | N.A. |
| Indianapolis | 46.65 | 41.50 |
| Kansas City, MO | 46.00 | 42.50 |
| Milwaukee | 47.35 | 44.25 |
| Minneapolis-St. Paul | 46.65 | 45.00 |
| Omaha | 47.35 | 42.25 |
| St. Louis | 45.35 | 42.50 |
| Springfield, IL | 38.65 | 36.00 |
| Toledo, OH | 45.00 | 44.50 |
| Wichita, KS | 49.35 | 46.50 |
| **Regional Average** | **$47.65** | **$44.55** |

| REGION/METRO AREA | AVERAGE INTERMEDIATE DAILY RATE | AVERAGE COMPACT DAILY RATE |
|---|---|---|
| **South:** | | |
| Atlanta | $48.65 | $47.00 |
| Austin | 46.65 | 41.75 |
| Baltimore | 50.35 | 49.75 |
| Birmingham, AL | 45.35 | 43.25 |
| Charlotte, NC | 47.00 | 45.00 |
| Dallas | 44.35 | 41.25 |
| Fort Lauderdale | N.A. | N.A. |
| Fort Worth-Arlington, TX | N.A. | N.A. |
| Greensboro, NC | N.A. | N.A. |
| Houston | 43.00 | 37.00 |
| Jacksonville | 38.35 | 35.00 |
| Little Rock | 45.35 | 44.25 |
| Louisville, KY | 48.35 | 43.75 |
| Memphis | 48.00 | 43.00 |
| Miami | 35.65 | 33.00 |
| Nashville | 46.65 | 44.75 |
| New Orleans | 44.00 | 42.75 |
| Norfolk, VA | 48.00 | 44.25 |
| Oklahoma City | 46.35 | 43.50 |
| Orlando | 36.00 | 32.50 |
| San Antonio, TX | 43.35 | 35.75 |
| Tampa | 35.00 | 29.25 |
| Tulsa, OK | N.A. | N.A. |
| Washington, DC | 58.00 | 54.75 |
| West Palm Beach | N.A. | N.A. |
| Wilmington, DE | 49.00 | 47.25 |
| **Regional Average** | **$45.10** | **$41.85** |

| REGION/METRO AREA | AVERAGE INTERMEDIATE DAILY RATE | AVERAGE COMPACT DAILY RATE |
|---|---|---|
| **West:** | | |
| Albuquerque | $45.35 | $41.00 |
| Anaheim | N.A. | N.A. |
| Boulder, CO | N.A. | N.A. |
| Denver | 43.35 | 42.25 |
| Fresno, CA | 44.35 | 42.50 |
| Honolulu | 39.65 | 34.25 |
| Las Vegas | 40.00 | 36.00 |
| Los Angeles | 50.65 | 46.00 |
| Oakland | N.A. | N.A. |
| Oxnard, CA | N.A. | N.A. |
| Phoenix | 38.65 | 36.50 |
| Portland, OR | N.A. | N.A. |
| Riverside, CA | N.A. | N.A. |
| Sacramento | 45.00 | 41.50 |
| Salt Lake City | 45.35 | 40.50 |
| San Diego | 46.00 | 43.00 |
| San Francisco | 49.35 | 46.75 |
| San Jose | 48.65 | 45.25 |
| Seattle | 49.00 | 46.00 |
| Tucson, AZ | 37.65 | 33.25 |
| **Regional Average** | **$44.50** | **$41.05** |

| | | |
|---|---|---|
| **U.S. Average** | **$47.50** | **$43.85** |

**NOTES:** Intermediate and compact rental rates have been obtained from Runzheimer International's annual survey of metro-area auto rental costs. Metros for which rates are not available are designated with an entry of N.A. Rates for Canadian metros are not available. Figures shown here are the commonly used, nondiscountable "dry rates," which means that the cost of fuel is not included. When comparing regional averages, allowances should be made for the fact that charges include free mileage ranging from 100 miles to unlimited.

SOURCE: Runzheimer International, 555 Skokie Blvd., Northbrook, IL

TABLE V-5

## The Average Cost of Moving between Selected Cities

| FROM / TO | ATLANTA | BOSTON | CHICAGO | COLUMBUS, OH | DENVER | DETROIT | HOUSTON | LOS ANGELES | MEMPHIS | MIAMI | NEW YORK | PHILADELPHIA | PHOENIX | ST. LOUIS | SAN FRANCISCO | SEATTLE | WASHINGTON, DC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ATLANTA** |  | 3408 | 2903 | 2428 | 4038 | 2807 | 2941 | 5873 | 2251 | 2645 | 3170 | 2959 | 4854 | 2538 | 6215 | 6373 | 2654 |
| **BOSTON** | 3408 |  | 3415 | 2848 | 5248 | 3019 | 4934 | 6830 | 3919 | 4193 | 2416 | 2431 | 6359 | 3611 | 6910 | 6785 | 2396 |
| **CHICAGO** | 2903 | 3415 |  | 2418 | 3379 | 2489 | 3651 | 5721 | 2764 | 4090 | 3284 | 3119 | 4914 | 2457 | 5868 | 5676 | 2931 |
| **COLUMBUS, OH** | 2428 | 2848 | 2418 |  | 4707 | 2118 | 3542 | 5870 | 2576 | 3484 | 2730 | 2586 | 5067 | 2294 | 6112 | 5979 | 2260 |
| **DENVER** | 4038 | 5248 | 3379 | 3707 |  | 3799 | 3369 | 3412 | 3367 | 5441 | 5014 | 4737 | 2866 | 3043 | 3754 | 3858 | 4565 |
| **DETROIT** | 2807 | 3019 | 2489 | 2118 | 3799 |  | 3950 | 6045 | 2872 | 4041 | 2922 | 2778 | 5280 | 2589 | 6134 | 6001 | 2581 |
| **HOUSTON** | 2941 | 4934 | 3651 | 3542 | 3369 | 3950 |  | 4453 | 2586 | 3658 | 4541 | 4380 | 3542 | 2924 | 5161 | 5956 | 4105 |
| **LOS ANGELES** | 5823 | 6830 | 5721 | 5870 | 3412 | 6045 | 4453 |  | 4965 | 6444 | 6757 | 6584 | 2376 | 5103 |  | 3634 | 6437 |
| **MEMPHIS** | 2251 | 3919 | 2764 | 2576 | 3367 | 2872 | 2586 | 4965 |  | 3238 | 3651 | 3378 | 4161 | 2137 | 5727 | 5956 | 3048 |
| **MIAMI** | 2645 | 4254 | 4137 | 3542 | 5441 | 4041 | 3658 | 6444 | 3238 |  | 4046 | 3798 | 5861 | 3667 | 6782 | 7073 | 3367 |
| **NEW YORK** | 3170 | 2416 | 3284 | 2730 | 5014 | 2922 | 4641 | 6757 | 3651 | 3999 |  | 2254 | 6253 | 3410 | 6887 | 6779 | 2407 |
| **PHILADELPHIA** | 2959 | 2431 | 3119 | 2586 | 4737 | 2778 | 4380 | 6584 | 3378 | 3751 | 2254 |  | 6072 | 3183 | 6764 | 6606 | 2213 |
| **PHOENIX** | 4854 | 6359 | 4914 | 5067 | 2866 | 5280 | 3542 | 2376 | 4161 | 5861 | 6253 | 6072 |  | 4249 | 2839 | 4161 | 5909 |
| **ST. LOUIS** | 2538 | 3611 | 2457 | 2294 | 3043 | 2590 | 2924 | 5103 | 2137 | 3667 | 3410 | 3183 | 4249 |  | 5657 | 5657 | 2969 |
| **SAN FRANCISCO** | 6215 | 6910 | 5868 | 6112 | 3754 | 6134 | 5161 |  | 5727 | 6782 | 6887 | 6764 | 2839 | 5657 |  | 3002 | 6572 |
| **SEATTLE** | 6373 | 6785 | 5676 | 5979 | 3858 | 6001 | 5956 | 3634 | 5956 | 7073 | 6779 | 6606 | 4161 | 5657 | 3002 |  | 6447 |
| **WASHINGTON, DC** | 2654 | 2396 | 3931 | 2260 | 4565 | 2581 | 4105 | 6437 | 3048 | 3367 | 2407 | 2231 | 5909 | 2969 | 6572 | 6447 |  |

**NOTES:** All figures are stated in U.S. dollars and are based on an average move of 8,000 lbs. Prices exclude packing containers, unpacking, and any other charges, which may vary within the areas indicated and depend on the origin of the move. In addition, it should be noted that because moving rates are calculated from the city of origin, costs of moving between the same two cities may vary depending upon the direction of the move. Figures are calculated using tariff charges (filed with the Interstate Commerce Commission) as a base. As a result of deregulation, however, discounts among the prices listed may vary between individual carriers.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

If there's a pain in your chest, be a pain in the neck.

Complain to a doctor.

Chest pain could be a sign of heart disease. The sooner you see your doctor, the better your chances for life.

American Heart Association
WE'RE FIGHTING FOR YOUR LIFE

Emergency

## AD INDEX

**This index is provided as an additional reader service. The publisher does not assume any liability for errors or omissions.**

ADVANCED DRIVER TRAINING SERVICES 34
AMERICAN AIRLINES 57
AMERICAN MANAGEMENT ASSOCIATION 72-73
BILL COMMUNICATIONS 65
BLACK & DECKER 64
BONAVENTURE RESORT HOTEL 17-20
CARDEN & CHERRY ADVERTISING 63
DEALER SERVICE BUSINESS SYSTEMS 41
FEDERAL EXPRESS COVER I-1
GENERAL BINDING CORP 39
GENERAL MOTORS-OLDSMOBILE 10-11
GERALD FRIED DISPLAY 40
*HISTORIC INNS OF ANNAPOLIS 68
HONEYWELL-BULL 50-51
*HUGH CARVER GROUP INC 66
MANUFACTURERS' AGENTS NATIONAL ASSOCIATION (MANA) 32
MARKET STATISTICS 79
MARRIOTT CONVENTION NETWORK 24-25
MARRIOTT MARQUIS ATLANTA COVER IV
MARRIOTT SOUTH FLORIDA 44
MOTOROLA 6
NATIONAL YELLOW PAGES 30, 35
POWERFORCE COVER III
PSYCHOLOGICAL ASSOCIATES 46
RAND MCNALLY 81
SMART CHANNELS 36
TOSHIBA 2
TOYOTA MOTOR SALES 42-43
TRINET 4, 58-59
WANG INFORMATION SERVICES 15

*DENOTES REGIONAL RUN

**TABLE V-6**

### Airfares For the 25 Most Traveled Routes

| FROM | TO | ONE-WAY COACH FARES 1987 | 1986 |
|---|---|---|---|
| Boston | New York | $64–$158 | $59–$139 |
| New York | Washington, DC | 69–195 | 59–150 |
| Chicago | New York | 109–320 | 119–290 |
| Los Angeles | New York | 209–555 | 199–510 |
| Dallas | Houston | 59–205 | 52–180 |
| Los Angeles | San Francisco | 94–240 | 49–119 |
| New York | San Francisco | 234–585 | 199–565 |
| Atlanta | New York | 129–316 | 119–368 |
| Detroit | New York | 119–290 | 109–220 |
| Dallas | New York | 142–346 | 129–381 |
| Denver | New York | 229–465 | 149–420 |
| Los Angeles | San Jose | 79–240 | 75–121 |
| Los Angeles | Phoenix | 49–197 | 43–89 |
| Buffalo | New York | 80–180 | 59–155 |
| Boston | Washington, DC | 94–245 | 89–179 |
| Chicago | Minneapolis | 99–245 | 115–183 |
| New York | Pittsburgh | 80–225 | 69–200 |
| Los Angeles | Seattle | 119–350 | 109–320 |
| Chicago | Detroit | 49–205 | 99–180 |
| Houston | New York | 169–395 | 149–347 |
| Chicago | Los Angeles | 189–495 | 430 |
| Dallas | San Antonio | 59–205 | 52–180 |
| Cleveland | New York | 105–286 | 109–275 |
| Chicago | Dallas | 159–305 | 139–295 |
| Chicago | Washington, DC | 160–360 | 230–260 |
| **25-Trip Average:** | | **$213** | **$191** |

**NOTES:** Fares listed are for typical daytime business travel and do not reflect night or other special rates. The figures shown represent the range of one-way fares from all airlines flying direct between the cities listed. All fares have been rounded to the nearest dollar.

SOURCE: Civil Aeronautics Board, *Passenger Origin and Destination Survey;* McCord Travel Services.

**TABLE V-7**

### Average Cost of 15 Frequently Made Moves

| FROM | TO | 1987 COST | % INCREASE 1986–87 |
|---|---|---|---|
| New York | Miami | $4,046 | 3.5% |
| New York | Los Angeles | 6,757 | 3.5 |
| Chicago | Los Angeles | 5,721 | 3.5 |
| New York | Chicago | 3,284 | 3.5 |
| Chicago | New York | 3,284 | 3.5 |
| New York | San Francisco | 6,887 | 3.5 |
| Los Angeles | New York | 6,757 | 3.5 |
| New York | Washington, DC | 2,407 | 3.5 |
| Chicago | San Francisco | 5,868 | 3.5 |
| New York | Houston | 4,641 | 3.5 |
| Los Angeles | Chicago | 5,721 | 3.5 |
| Los Angeles | Seattle | 3,634 | 3.4 |
| Los Angeles | Houston | 4,453 | 3.4 |
| San Francisco | New York | 6,887 | 3.5 |
| Washington, DC | New York | 2,407 | 3.5 |
| **Average of 15 Moves:** | | **$4,850** | **3.5%** |

**NOTES:** Costs are based on an average move of 8,000 lbs. and exclude packing containers, unpacking, and other charges which vary depending upon the origin of the move. Figures are calculated using tariff charges filed with the Interstate Commerce Commission. As a result of deregulation, discounts from these prices may vary between carriers.

SOURCE: *Sales & Marketing Management Survey of Selling Costs.*

C1200-1
2/10/88

# SALES & MARKETING MANAGEMENT

FEBRUARY 1988
A BILL PUBLICATION
THREE DOLLARS

## THE FRANCHISE OPTION

Your peers are taking it.
Why not you?

## MANAGEMENT

The Art
Of Firing Smarter

## INTELLIGENCE

A Corporate Spy
On Your Own Team?

## ENTERTAINING

Winners of Our
Annual Business
Dining Awards

## LAPTOPS

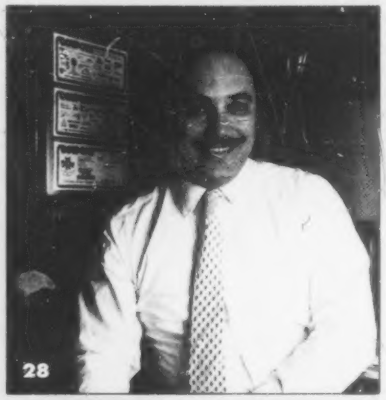
The
Ne

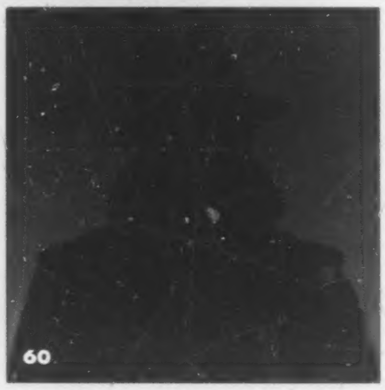
STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

John Shannon,
who left the corporate fold
for a Leak Buster franchise

FEBRUARY 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT





COVER PHOTO: DAN CONNOLLY/PICTURE GROUP

## FEATURES

**28** **THE FRANCHISE OPTION**

A growing number of your peers are leaving the corporate fold and entering the world of franchising. Do they know something that you don't?

**36** **THE ART OF FIRING SMARTER**

Terminating a salesman is never pleasant, but if you don't watch it, it can be downright dangerous—to your company and your career.

**41** **WINNERS OF OUR ANNUAL BUSINESS DINING AWARDS**

Some old reliables reappear, but there are some surprises, too: all introduced by an eminent restaurant critic, who has his own menu of favorites.

**48** **WHEN A KEY PERSON LEAVES FOR A COMPETITOR**

It's always tough to lose a top person. But what do you do when he joins the opposition?

**53** **LAPTOPS: THE SALESMAN'S NEW FRIEND**

Our latest survey provides the first hard numbers on how these downsized PCs are being taken up by cutting-edge marketing companies. Find out which industries are in the forefront of the action and how these automated marvels stack up against desktops.

**60** **A CORPORATE SPY ON YOUR OWN TEAM**

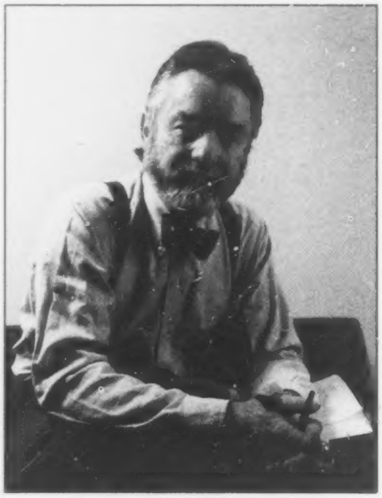
There can be strange twists in introducing a new product, but never a stranger twist than this.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** THE WAY IT WAS
**11** DEMOGRAPHICS IN ACTION
**14** TRAVELERS' NETWORK
**16** SECOND THOUGHTS
**21** SHORT TAKES
**24** BUSINESS-TO-BUSINESS
**25** INTERNATIONAL
**67** COMPUTERS
**75** SALES FORCE MANAGEMENT
**80** COMPENSATION
**83** BUSINESS ADVERTISING
**84** CO-OP ADVERTISING DIRECTORY
**85** AD INDEX
**86** SALES MART
**88** SIGNIFICANT TRENDS
**89** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## YESTERDAY, DOUGHNUTS. TOMORROW . . .



He has a well-paying, highly visible position. He's liked by colleagues and competitors alike, at ease and secure in his world. He's already got the girl, and down the fairway is a gold watch.

And yet he gives it all up for . . . for . . . a franchise?

Sure, we know about the American Dream and all about Ray Kroc, but that guy on the corner is still spending 36 hours a day making doughnut holes; what kind of life is that?

A life far larger than doughnut holes, as managing editor Al Urbanski found out in researching this month's cover story, "The Franchise Option." Instead, he discovered that some of the best and brightest of today's managers are saying goodbye to their corporate daddies to go it alone. It's not a decision lightly made or easily understood (one sales manager heard his accountant describe his behavior as "bizarre"), but Urbanski found few who regretted it.

Many of this new crop of franchisees are coming out of the ranks of sales and marketing. Not so surprising, many of the newer franchises in the service sector are highly dependent on sales and marketing for their success.

Why do managers leave the corporate fold for a franchise? For a variety of reasons, but Al told me one executive's comment that seems particularly revealing. "I got sick of saying, 'Why don't we do this?' and hearing some old guy reply, 'Well, we've always done it this way.' "

Al Urbanski walked away from his interviews impressed—indeed, impressed enough to say to me, "One thing bothers me about this story. Some of our readers who are true corporate animals—who'd never think of leaving the fold—are going to say, 'This magazine is encouraging my best guys to up and leave.' "

Only, my friend, if you behave like that old guy at the sales meeting. It's up to you to make sure your people are fulfilled in their jobs (just as your bosses have the same duty toward you). If they're not, know that franchising is making it easier for them to find fulfillment elsewhere.

As promised, in this issue you'll find our Business Executives' Dining Awards, based on our annual readers' poll. This year there's an added twist: Our winners are introduced by restaurant critic John Mariani. For John, who writes for *Esquire* and *USA Today*, analyzing readers' restaurant choices posed a challenge. Business dining is not dining for pleasure, although pleasure should be part of it. It is dining with a purpose. John had to keep that in mind as he mulled over the winners (and the more than 200 restaurants that didn't make the final cut).

The dining experience is ultimately a form of communication, from the restaurant to diners, from host to guests. John understands that, which is what makes his commentary particularly enlightening. Read him. He may persuade you to be a little more adventurous the next time you entertain a client.

Vogl

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:** Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**READER INQUIRY:** Bristol Voss, 212-984-2241

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**ADVERTISING SALES DIRECTOR:** Donald J. Kilmartin
**CIRCULATION DIRECTOR:** William D. Kummel
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 2 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling* Costs issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

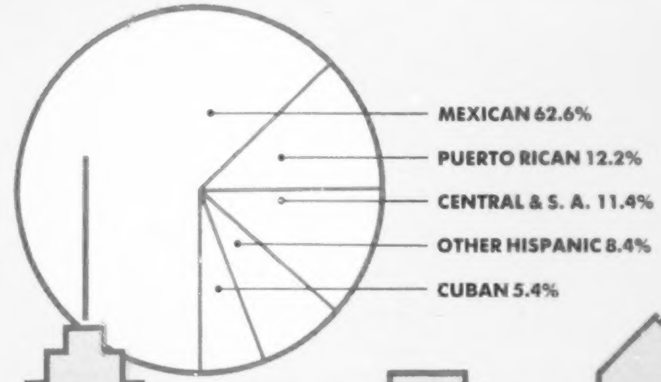
ABP

# DEMOGRAPHICS IN ACTION

## ZEROING IN ON HISPANICS

### Hispanic population by ethnic group, 1987

Depending on where you live, Hispanics can mean Cubans (Miami), Puerto Ricans (New York City), Mexicans (Texas and the Southwest), or any number of smaller Hispanic ethnic groups. Overall, the last five years reveal that the number of Central & South American Hispanics has grown by more than 40%, a gain of some 616,000 people.



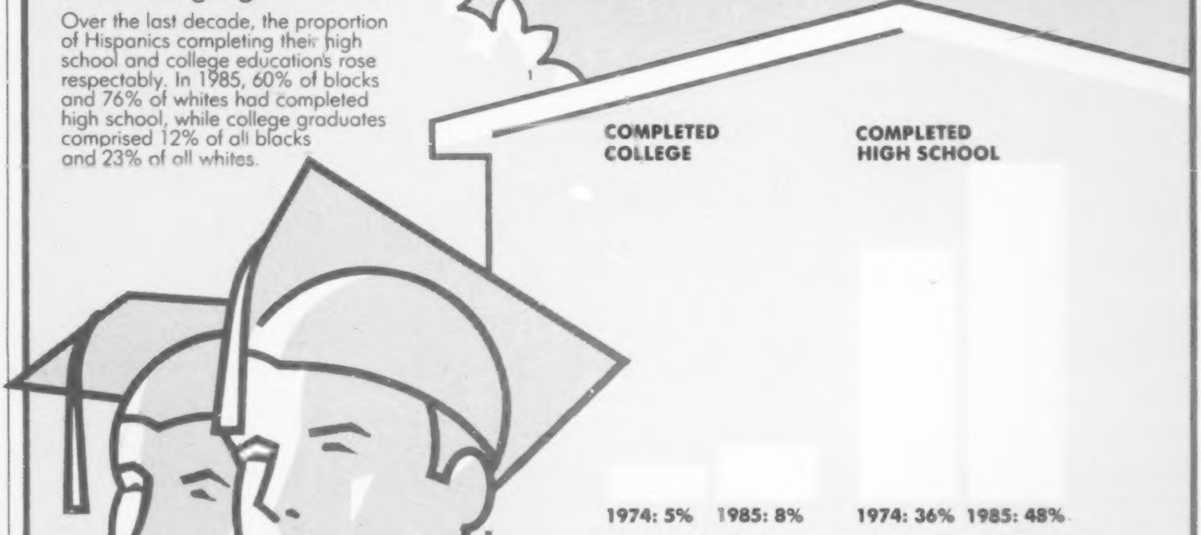
### Top-10 Hispanic metros

Among the U.S. metros with the largest Hispanic populations, Riverside-San Bernardino, CA, has recorded the greatest five-year growth, with the Hispanic population there increasing by 35.5%. The second, fourth, and seventh fastest growing Hispanic metros (San Diego, Los Angeles, and Anaheim-Santa Ana) are also located in California.

| | 1981 | 1986 |
|---|---|---|
| **LOS ANGELES** | 2,146,900 | 2,624,300 |
| **NEW YORK** | 1,476,200 | 1,692,600 |
| **MIAMI** | 692,700 | 744,500 |
| **SAN ANTONIO** | 529,200 | 647,600 |
| **CHICAGO** | 620,000 | 589,900 |
| **HOUSTON** | 484,400 | 579,600 |
| **RIVERSIDE-SAN BERNARDINO** | 314,800 | 426,600 |
| **EL PASO** | 322,200 | 385,800 |
| **SAN DIEGO** | 297,200 | 374,500 |
| **ANAHEIM-SANTA ANA** | 308,800 | 368,900 |

### Better educated: Hispanic high school and college graduates

Over the last decade, the proportion of Hispanics completing their high school and college educations rose respectably. In 1985, 60% of blacks and 76% of whites had completed high school, while college graduates comprised 12% of all blacks and 23% of all whites.



SOURCE: U.S. CENSUS BUREAU, HISPANIC POPULATION OF THE UNITED STATES: MARCH 1986 AND 1987 (ADVANCE REPORT) AND CURRENT POPULATION REPORT, SERIES P-20, NO. 416/U.S. CENSUS BUREAU, EDUCATIONAL ATTAINMENT IN THE U.S., MARCH 1982 AND 1985, SERIES P-20, NO. 415/S & MM'S 1982 AND 1987 SURVEY OF BUYING POWER.

ELIOT BERGMAN, INC.

SMALL BUSINESS MARKET

## QUESTION MARKS SURROUND THE OPPORTUNITIES

Vast potential wrapped in several question marks: that was the consensus at CAP International's recent small business market conference in New York City. The uncertainty began early on—with market definitions. Cyrus L. Tyler II, advertising director of Konica Business Machines, noted that while the Small Business Administration defines a small business as having 500 employees or less, advertisers classify less than 250 employees as small and 251 to 500 employees as medium-size businesses.

While there was agreement that small businesses' need to improve productivity spells great potential for hi-tech equipment, CAP president Charles A. Presko Jr. cautioned that such firms "are not especially innovative, letting others do the pioneering until prices become affordable." Still, IBM's Richard W. Hull, manager of new business opportunities in their national distribution division, said his firm views units with under 50 employees as "the next big growth market." The market of firms with 1,000 or more employees is "pretty flat; if you gain share there, you have to steal it from someone else." The market of firms with 50 to 999 employees "is a little steeper, but similar."

More research into the product needs of specific small business segments is necessary, according to Gary Gysel, national sales manager for the small business segment at Northern Telecom: "Industrial marketers still make new product decisions based on intuition, guts, and prayers." Apple Computer's small business marketing manager Susan Harman said, "Marketing to small business is not that different from selling to big business; their problems are the same." Hers is a view that blithely overlooks the much more limited resources small businesses have for problem-coping.

### Small Businessmen: Male, Middle-Aged, Well-Educated, and Affluent

| | SMALL BUSINESSMEN | EMPLOYED ADULTS |
|---|---|---|
| **SEX** | | |
| MALE | 70% | 56% |
| FEMALE | 30 | 44 |
| **AGE** | | |
| UNDER 35 | 35 | 49 |
| 35-54 | 50 | 37 |
| 55 AND OLDER | 15 | 14 |
| **EDUCATION** | | |
| GRADUATED HIGH SCHOOL OR LESS | 41 | 56 |
| SOME COLLEGE | 24 | 19 |
| GRADUATED COLLEGE | 35 | 25 |
| **INDIVIDUAL INCOME** | | |
| UNDER $20,000 | 13 | 70 |
| $20,000–$34,999 | 35 | 20 |
| $35,000–$49,999 | 22 | 6 |
| $50,000 OR MORE | 30 | 4 |

SOURCE: GREY ADVERTISING.

**GM's new car hopes are riding on the Buick Reatta.**

CAR MARKETING

## GOING UPSCALE IN A DOWN MARKET

With new car sales anything but brisk since the October stock market crash, it seems the last thing needed would be another new car. Certainly not another American car and certainly not from General Motors.

But GM, despite the dubious distinction of currently having both the most unsold autos and the most layoffs, is enthusiastic about its newest entrant: the Buick Reatta, an elegantly appointed, V-6, two-seat roadster unveiled last month at the Los Angeles Auto Show.

The car has the styling of a sports model, but, unlike Chevrolet's classic Corvette, it doesn't have the same fire in its belly; however, it's not designed to compete with the Corvette or other high performance sports cars, says Gary Witzenburg, Buick's western regional spokesman.

"The Corvette is much more macho than the Reatta," says Witzenburg. "Our car is targeted to that niche—35 or older—who may or may not have had a sports car and would like the feeling of one but without the discomfort—the lack of storage space, the noise, the shifting and stiff ride, the difficulty of getting in and out."

Witzenburg says some of the car's features—sunroof, body-side molding, seat design, and even carpeting—were determined by research in which consumers were asked to list those features and accessories they would most like to see in a two-seater.

Despite nearly 10 years of planning, the question remains: Will Americans pay between $25,000 and $30,000 for a new car made by GM?

"No one would deny that our image has been tarnished a little in recent years," says Witzenburg, "but when I was growing up, the Buick was very prestigious. It was the oil crunch, not the quality of the car's craftsmanship, that caused it to lose market share. We're appealing to the audience who, like me, remembers the Buick as a prestige car—prestige but American."

Automotive marketing consultant George C. Peterson, president of AutoPacific Group of Newport Beach, CA, concedes that GM's sales of Cadillac's Allante sports car haven't shown that American-made cars can crack the image of foreign models, but he thinks the Reatta will fare better.

"The market really needs something new and you have to give GM credit for trying. If the dealers handle the introduction right and create image events around the car, they can give it a good initial launch," he says.

"It's good value for the money and those looking for status can get it without spending the extra $30,000 or more for an Allante or Mercedes 560SL. I think it

# MAKE WAY FOR THE SALESMAN'S NEW FRIEND

## Our latest survey provides the first hard numbers on how laptops are being taken up by cutting-edge marketing companies.

DOUG TAYLOR

ILLUSTRATION BY DOUG TAYLOR

THAYER C. TAYLOR, SENIOR EDITOR

"Laptops in sales have moved from the evangelical phase to the early adopter's stage," says Fred P. Burke, chief operating officer and cofounder of Sales Technologies, Atlanta, which builds integrated sales automation systems around the "have capability, will travel" machines. In a recent month, Burke claims, Sales Technologies won six contracts with Fortune 100-type companies. When the company started in 1983, Burke was lucky if he found that many prospects in a year, he recalls.

Indeed, signs abound that the diminutive lightweights have shed their novelty image and have embarked on the road to becoming standard equipment for field sales forces.

Roughly one out of seven marketers, 14%, use laptops in the sales or marketing area, according to a recent *Sales & Marketing Management* survey. Furthermore, three out of four users, 77%, say that in a two-year timeframe they'll buy more laptops, as well as boost the machine's use level.

Todd Scofield, executive vice president, marketing, of the Hugh Carver Group, the Princeton, NJ, VAR (value-added reseller) specializing in portable PCs, reveals, "A year ago middle management was our biggest customer category, accounting for half the traffic. Today, salespeople make up ninety percent of our customers."

Sales professionals and field engineers are the largest laptop community, siphoning 38% of the 350,000 units shipped last year, says a new report, *The U.S. Market for Laptops*, from Venture Development, the Natick, MA, researcher. Sales representatives account for the bulk of the 38% who depend on laptop use, the report adds.

Laptops are the PC market's hottest segment. Computer dealers hiked their orders for laptops a blistering 500% in the first nine months of 1987, according to the monthly *National Computer Retail Report*, issued by IMS America, a Plymouth Meeting, PA, researcher. In the same period, PC sales by dealers rose a more modest 12%, says InfoCorp, the Cupertino, CA, hi-tech research firm.

Behind the flashy gains is the growing realization that the laptop concept is proving itself. Says Barry L. Margerum, marketing vice president, Grid Systems, Fremont, CA: "Laptops have demonstrated that they optimize selling time and minimize administrative time. They enhance sales calls by giving the rep access to timely, updated information, helping him track customers and prospects more efficiently, and enabling him to make more convincing presentations. Equally important, their benefits are an increasingly important factor in attracting, retaining, and motivating a higher caliber sales professional."

A steady stream of product improvements have helped, too. Howard Anderson, director of Yankee Group, the Boston hi-tech research firm, ticks off several: "Much better quality screens that provide sharper images and greater contrast; expanded memory; faster hard disks; ROM (read-only memory)-embedded software so that salespeople needn't worry about losing floppies; a new class of accessories, such as portable printers that enhance laptop function; and lower prices."

TABLE 1

## Comparison of Computer Usage

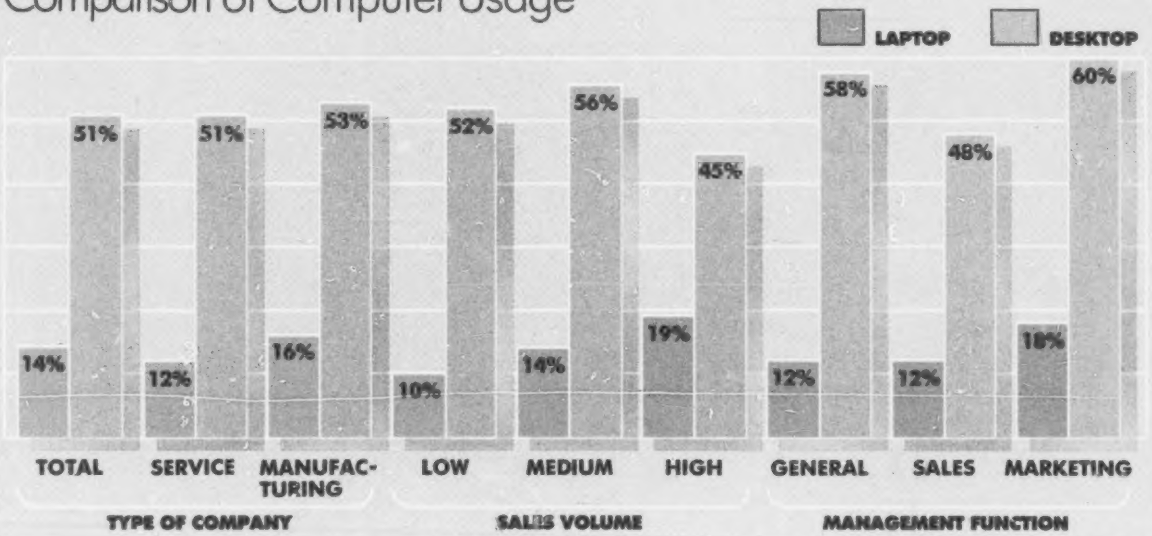


TABLE 2

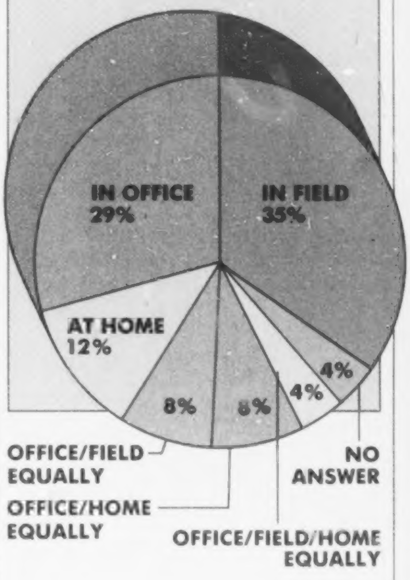
## How Laptop Users Rank Applications

| APPLICATION | CURRENTLY USE | WOULD LIKE TO USE | NO NEED FOR LAPTOP USE |
|---|---|---|---|
| 1. Word processing/letters | 74% | 10% | 10% |
| 2. Data processing/spreadsheets | 63 | 12 | 10 |
| 3. Retrieve/review data | 61 | 14 | 6 |
| 4. Data collection/database | 59 | 16 | 8 |
| 5. Selling tools/proposals | 37 | 31 | 14 |
| 6. Budget preparation | 35 | 20 | 20 |
| 7. Sales forecasts | 33 | 18 | 18 |
| 8. Long-/short-range planning | 27 | 22 | 18 |
| 9. Scheduling/time management | 27 | 25 | 10 |
| 10. Market/customer analysis | 27 | 28 | 16 |
| 11. Electronic mail | 25 | 31 | 14 |
| 12. Account profiles | 25 | 20 | 25 |
| 13. Order entry | 20 | 18 | 29 |
| 14. Check inventory/shipping status | 8 | 12 | 35 |
| 15. Media planning/allocation | 3 | 16 | 39 |
| 16. Customer leave-behind | 4 | 12 | 37 |
| 17. Other | 4 | 0 | 0 |

©SALES & MARKETING MANAGEMENT

TABLE 3

## Primary Location of Laptop Usage



While hardware prices are tumbling, software and training costs can make outfitting a sales force with laptops a considerable investment. Thus it's no surprise, as S&MM's survey reveals, that marketers with deeper pockets set the pace. Still, an overwhelming proportion of marketers are convinced laptops pass the critical ROI (return-on-investment) test. More than a third, 35%, report a "high return," half a "moderate return," and only 6% "little return."

An equally high level of satisfaction is noted by users. Employee satisfaction was said to be "moderately high" by 37%, "very high" by 31%, and "acceptable" by 27%.

### MARKETING SETS THE PACE

Overall, laptops are making bigger strides in the marketing function than in sales, especially with top executives such as chairmen and presidents who also have sales or marketing duties. Because marketing personnel are more deeply involved with the number-crunching of statistical analyses, their

TABLE 4

## Users' Future Plans

(WITHIN 2 YEARS)

**NUMBER OF LAPTOPS . . .**

| | |
|---|---|
| Increase | 77% |
| Remain the same | 16 |
| Decrease | 0 |
| No answer | 7 |

**. . . USAGE LEVEL . . .**

| | |
|---|---|
| Increase | 65% |
| Remain the same | 22 |
| Decrease | 0 |
| No answer | 13 |

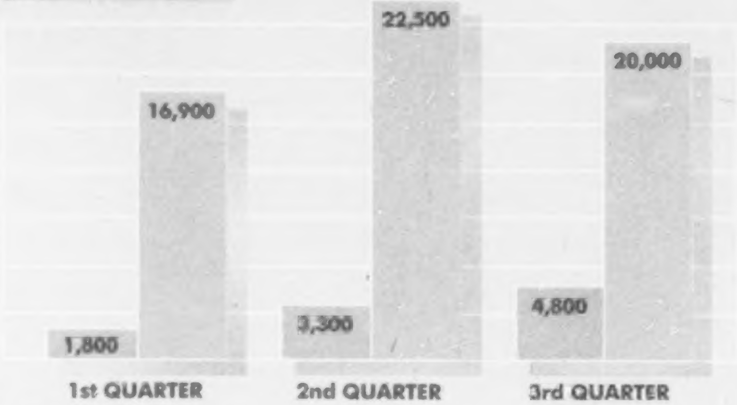
**. . . NUMBER OF EMPLOYEES USING**

| | |
|---|---|
| Increase | 71% |
| Remain the same | 20 |
| Decrease | 0 |
| No answer | 9 |

TABLE 5

## Explosive Growth at Retail

**LAPTOPS ORDERED BY COMPUTER DEALERS**



SOURCE: IMS AMERICA, NATIONAL COMPUTER RETAIL REPORT.
© SALES & MARKETING MANAGEMENT

TABLE 6

## Why Nonusers Shun Laptops

| | |
|---|---|
| No perceived need | 60% |
| Desktops used instead | 15 |
| Cost/too expensive | 12 |
| Company in evaluation stage | 6 |
| Lack of information | 4 |
| Laptops not compatible with software currently used | 3 |
| Awaiting future developments | 3 |
| No interest | 2 |
| Too time consuming | 2 |
| Other | 12 |

NOTE: WON'T ADD TO 100% DUE TO MULTIPLE RESPONSES.

TABLE 7

## Nonusers' Degree of Interest in Laptops

| | |
|---|---|
| Very interested/pursuing plans to buy | 7% |
| Interested/considering purchase | 12 |
| Somewhat interested/need more information | 39 |
| Not at all interested | 38 |
| No answer | 4 |

computer needs are considered greater than those of salespeople.

Also, as noted by Mason Tenaglia, vice president, Micro Mentor, a Cambridge, MA, PC training outfit, "Marketing people work on computers in the office and will be given a laptop for work they take home. Because salespeople work outside the office and are not used to working with a computer, they're the last ones to get a PC, be it desktop or laptop."

The application tasks to which laptops are put reflect the downsized PC's recent appearance in the sales area. The fact that word processing and spreadsheets top the list, says Yankee Group's Howard Anderson, "shows that laptops are following the traditional usage trajectory of computers and terminals that occurred in the earlier days of accounting and office automation, where the initial emphasis was on the administrative side. The salesperson is using the new technology to do his administrative tasks better than he did before. He'll use word processing, for example, to insert a proposal in a letter to a customer."

Also, word processing and spreadsheets are the two most widely distributed software packages around. Hence, when companies pass out software to be used with laptops, they start with one, if not both, of those two programs.

However, some see word processing as a serious misuse of laptops. James Huguet, president of marketing consultant Northeastern Organization, Trumbull, CT, agrees: "If I'm paying a salesperson $40,000 to $50,000, plus $10,000 to $20,000 in expenses, I'd be seriously concerned if he used the laptop mostly for writing letters. That makes him a very expensive typist."

He's seconded by Kermit L. Stofer, president of Envoy Systems, the Waltham, MA, marketer of an integrated laptop-based sales automation system. He says the Fortune 500 companies he sells to are more interested in sales-specific programs and adds that their five most popular laptop applications are: "account management, which includes call planning and reporting and account profiling; order entry for shortening the time cycle and improving accuracy; inquiring into corporate databases for inventory status and account sales history; electronic mail for disseminating information; and generating proposals and presentations."

Even so, word processing and spreadsheets show up as background influences in the next most popular applications cited by respondents in S&MM's survey: selling tools/proposals and presentations (which can be generated by a word processing program), and budget preparation and sales forecasts (both of which are simplified by spreadsheet packages). Sales Technologies's Burke cites a client who eliminated the perennial problem of reconciling 45 contrasting forecasts from the field through a combination of laptop and spreadsheet: A macro of what the sales forecast format should look like was installed on a central computer. When the district managers prepared their monthly look-ahead, they downloaded the macro, superimposed a Lotus 1-2-3 template and generated their forecasts. It then became a simple routine for headquarters to total them.

### VIVA WHAT DIFFERENCE?

Interestingly, when the nonusers in S&MM's survey were asked what applications they would run if they had a laptop, their leading choices jibed with those of users, although there were differences in the order. The nonusers favorite five were: 1) retrieve and review data; 2) selling tools/proposals and presentations; 3) data processing/spreadsheet calculations; 4) word processing/letters; and 5) data collection/database. The rank nonusers give to "retrieve and review data" implies they envision laptops linked online to a host mainframe from which salespeople would download the needed information.

Portability obviously is the laptop's biggest appeal. Half of the respondents cited this feature as their favorite. However, while general and marketing management ranked size as the second most popular feature, sales management chose "allows access from remote locations," indicating a desire for a communications link either with resources in the home office or with a host computer.

Although laptop users indicate a high level of satisfaction, nonusers seem caught in an ambivalent flux. While a majority cite reasons for their abstinence, an almost equal share indicate some degree of interest. It may be that the laptop's evangelical phase hasn't ended yet. ☐

## Survey Methodology

A detailed questionnaire was mailed to an Nth name sample of 1,000 readers of *Sales & Marketing Management.* Usable returns numbered 353 out of a total of 390. Forty percent of the respondents had sales under $10 million, 46% between $10 million and $399.9 million, and 7% $400 million and over. Seven percent did not indicate sales volume. Fifty-two percent were in sales management, 44% in marketing management, and 46% in general management in such positions as chairman, president, or vice president.

Project
your quality
IMAGE...
GENERAL TRAFFIC EQUIPMENT CORP
L.F. ROTHSCHILD UNTERBERG TOWBIN
with
The Peterson Case®
Looseleaf Binders

The Peterson Case® offers the impressive look and lush feel of quality leather . . . at vinyl binder pricing.

It projects your image as a quality company and is the perfect finishing touch to your catalogs, proposals, deal sheets, etc.

Write for samples and pricing information on your company letterhead.

VINYL CASE DIVISION
Of Peterson Electronic Die Co., Inc.
199 Liberty Avenue, Mineola, N.Y. 11501 / (516) 747-3833

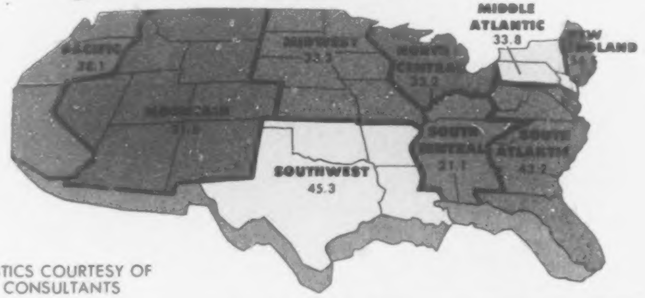
THE PETERSON CASE® is a registered trademark of an electronically sealed, supported vinyl product. The unique construction affords a rugged durability at a practical economy and an exceptionally fine appearance. It can always be identified by the debossed line around the periphery of the lining which is a distinctive feature and has also become a registered trademark of THE PETERSON CASE®.

# SIGNIFICANT TRENDS

## THE 1988 SALES FORCE: CRASH-PROOF AND FLOURISHING

BY ARTHUR BRAGG, SENIOR EDITOR

### Regional percentages of companies planning to increase their staffs



STATISTICS COURTESY OF SALES CONSULTANTS

"Bleak Picture on Job Front" read the headline of a news story that ran last month. The report cited economists and others who are convinced that a fallout of last October's stock market crash will be a freeze on hiring. The theory: Unable to raise money by selling stock, many companies will have to borrow money, and that will make corporate executives eager to hold down hiring. But while that may indeed happen in most job categories, surveys just completed by two of the country's biggest sales recruiting firms indicate that salespeople will be in the clear where a hiring freeze is concerned. In fact, 1988 will be something of a boom year for salespeople.

For its survey, Sales Consultants, based in Cleveland, interviewed 1,451 sales executives nationwide to ask them about their hiring plans for the first six months of 1988. A total of 36.8% said they would increase their sales and/or marketing staffs through next June. This, notes Sales Consultants spokesman Nancy M. Kovalcheck, reflects a 1.7% increase over hiring projections the company gathered in its last survey, which covered the second half of 1987. In addition, 12.1% said they would cut their staffs and 49.8% were planning to maintain their present staff sizes.

The second of the two recruiting companies, Salesworld, based in Ft. Lauderdale, received questionnaires back from some 273 sales vice presidents. The results: 60.1% indicated that they would be adding to their sales forces through next December; the size of the increases range, says Salesworld's vice president, Carl Carieri, from 1% to 15% for 67.2% of the respondents and between 16% and 30% for another 16.6% of those who responded. Just over 8% said they planned increases of above 50%. Only 2.6% of the respondents said they planned to decrease the size of their sales teams in 1988.

Other findings flesh out the immediate hiring picture:

*Locations.* New England leads the nation in sales and marketing hiring projections, the Sales Consultants' survey shows. Some 56.5% of the respondents there indicated they will be increasing their sales forces. Other regions to show increases are the Southwest, South Atlantic, Midwest, and the North Central states.

*Industries.* Of the 20 industries Sales Consultants studied, business services will do the most hiring; 50% of respondents will add sales and/or marketing personnel. Hiring will also be up in data processing companies and those in the printing, chemicals, agricultural, financial, and transportation/communications/utilities industries.

Hiring will be more restrained in the following areas: machinery, medical/pharmaceutical, metals, wholesale trade, textiles, and mining.

*Qualifications.* Salesworld's respondents overwhelmingly said they will be looking for new hires who have higher qualifications than salespeople they hired in the past. Some 91.3% indicated they will be more demanding in such things as educational background, experience, and self-reliance. If sales executives are becoming more particular in those they hire, they are also more generous with their people, or so the Sales Consultants study suggests. Sixty-six percent of its respondents revealed that their merit raises are up anywhere from 1% to 9%. Twenty percent said their raises are up by 10% or more.

A major reason for the planned increases in sales manpower is that many companies will open new sales territories this year, Salesworld discovered; 4 in 10 of its respondents mentioned such plans, particularly those in the Northeast and Midwest. Almost the same number will open new sales offices, with the Northeast and Midwest again the favorite regions. Two other trends emerged: (1) More companies will bring out a product line addition(s) this year than will not, 64% vs. 36%, and (2) few will delete anything from their current offerings.

"The financial markets' debacle is not dulling the enthusiasm of those who make sales and marketing decisions," argues Sales Consultants president Alan R. Schonberg. "These people know the strength and futures of their companies and are preparing to capitalize on them through . . . sales and marketing staff increases." A spot check of recruiters by this publication supports that theory. Example: Georgia-Pacific's Distribution Div. will interview some 2,000 college seniors this year and hire 200 of them as salespeople. "It would have been even more except that we acquired a company and its sales force last year," notes Douglas J. Chance, training and recruiting manager for the division. Also, more than 50 recruiters—a record number—showed up at a recent marketing and sales career fair held by Baylor Univ.'s business school. Their mission was to meet as many of the 1,000 students who attended as possible and prequalify the most promising for jobs when they graduate.

Meanwhile, this year may be less promising for women in the sales force. Just one in four of Salesworld's respondents said they'll be adding more women. This publication will look into the problems of saleswomen generally in a future issue. ☐

CHART BY ADVERTISING DESIGN; STATISTICS COURTESY OF SALES CONSULTANTS

C1200-1
3/16/88

# SALES & MARKETING MANAGEMENT

MARCH 1988
A BILL PUBLICATION
THREE DOLLARS

Stephen J. Crummey
Senior Vice President
Sales and Service
Lotus Development Corp.

## THE AGONY AND THE EQUITY

Marketers Who Give Up a Good Thing for a Piece of the Action

## HIRING

Personal Selling Goes to College

## GREAT SELLING JOBS

Want to Undercut A Caterpillar? Try an Earthworm

## TRAINING

Interactive Video Is Here—At a Price

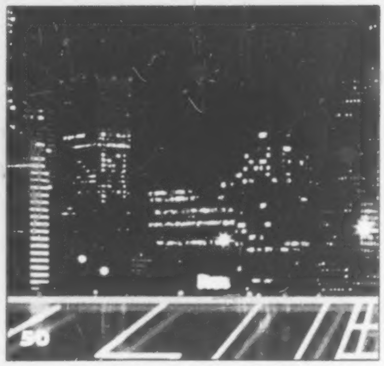
## SPECIAL SUPPLEMENT

Test Marketing

STATISTICAL REFERENCE INDEX 11
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

MARCH 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT



COVER PHOTO BY RICK FRIEDMAN/BLACK STAR

## FEATURES

**28 THE AGONY AND THE EQUITY**
Leaving the security of a large corporation for a piece of the action at a smaller company is a powerful temptation—for marketers willing to pay the price.

**35 PERSONAL SELLING GOES TO COLLEGE**
Teaching selling to undergraduates is all the rage. But questions abound about not only how to do it, but whether it should be done at all.

**38 HOW TO UNDERCUT A CATERPILLAR**
Start by learning how to wheel and deal from the one and only Earthworm Tractor Co.

**46 ELECTRONIC TRAINING MAY BE IN YOUR FUTURE**
Or even in your present—if you can afford it.

## SPECIAL SUPPLEMENT—TEST MARKETING

**50 QUICK STUDY**
So fast are today's testing techniques that marketers can evaluate a product before competitors get wise—usually.

**55 TAKE A LETTER, GLENMORE**
A major distiller tries direct mail with a twist.

**57 THE NATION'S MOST POPULAR TEST MARKETS**
A listing of the nation's most often used test markets, indexed alphabetically by standard and selected controlled markets.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** VIEWPOINT
**11** DEMOGRAPHICS IN ACTION
**12** TRAVELERS' NETWORK
**14** SECOND THOUGHTS
**16** BOOKS
**21** SHORT TAKES
**23** BUSINESS-TO-BUSINESS
**25** INTERNATIONAL
**63** COMPUTERS
**69** SALES FORCE MANAGEMENT
**72** IDEAS YOU CAN USE
**74** TRADE SHOWS
**77** TRAINING
**79** SALES MART
**80** AD INDEX
**82** SIGNIFICANT TRENDS
**83** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## WANTED: STRONG VIEWS

- Bankers are such lousy salesmen because selling results in more work for employees.
- Consumer packaged-goods marketers would do well to eliminate their store-level direct sales forces altogether.
- A sales manager has to be a trial lawyer, a drill sergeant, an artist—but, above all, a social worker.
- True pros don't sell their company's products; they actually sell *their own.*
- Today's manufacturers' representatives have fewer skills and less expertise than ever before.

Provocative premises, these, and if they sound familiar to you—well, they should. All appeared as recent installments in our "Viewpoint" department. We want this department to be a place where readers can exchange ideas, share experiences and opinions.

Now I know from my own experience that men and women in sales and marketing hold independent views that they are not at all shy about expressing. Yet I also know that many of the most accomplished talkers get stage fright when faced with a blank sheet of paper. If you identify with that reaction, read on.

In writing for "Viewpoint," what's more important is what you say, not how you say it. By that I mean we don't expect your writing to be at a professional level; we'll take care of that in the editing, and you'll be pleased by the results.

So don't hesitate. Take the plunge. Don't worry about perfection, don't seek bon mots that will knock our hats off, don't agonize over the "right" word—there is none. Just let us have it, in your own words.

What do you get for your efforts? A modest honorarium. The pleasure of seeing your name and face in print. A bit of fame, if fleeting. Most of all, the satisfaction you get when you "put it in writing."

What do we get? Well, ever since last fall, when we presented the new *Sales & Marketing Management*, we've undergone a revolution of rising expectations. We expect more from our readers—and they invariably deliver. We hope you can say the same of us. If there is an "expectations paradox" in magazine publishing (see the "Viewpoint" on page 8), we haven't come across it yet.

Speaking of expectations reminds me of a recent breakfast with Sydney Biddle Barrows. Got your attention with that, did I? Here I must confess I wasn't the only one to break buns with the Mayflower Madam; I'd guess there were about 100 of us, all hanging on to her every. Her presentation—hey, this was no casual affair—was titled "Marketing a High Cost Service."

Miss Barrows certainly met our expectations. She is quick, amusing, and has the knack of making her former occupation seem as sexy as skipping through the fields with Tinker Bell. If there is anything ugly or degrading about prostitution (come to think of it, I don't think that word was even mentioned), you wouldn't have learned about it from her.

Afterward in the elevator, a guy who looked like a deacon said to no one in particular: "You've got to hand it to her, she had everything—a market-driven product, quality control, good advertising. Altogether as good an example as I've ever seen of niche marketing."

Vogl

SALES & MARKETING MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:**
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**READER INQUIRY:** Bristol Voss, 212-984-2241

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 4 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

# DEMOGRAPHICS IN ACTION

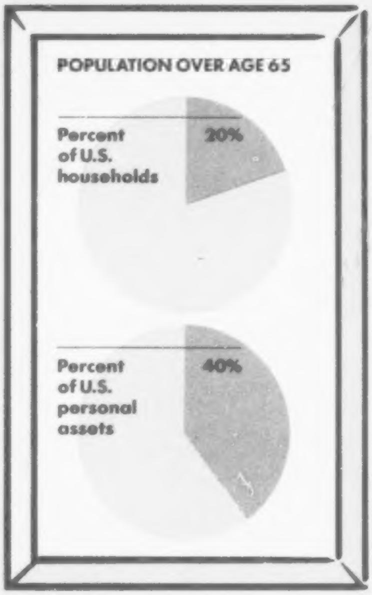
## IT ONLY GETS BETTER FOR AGING BOOMERS

| INCOME CLASS | 1985 | 2000 | CHANGE IN % PTS. |
|---|---|---|---|
| **Under $15,000** | 19.6% | 14.8% | –4.8 |
| **$15,000-$24,999** | 19.4% | 12.8% | –6.6 |
| **$25,000-$34,999** | 19.9% | 16.0% | –3.9 |
| **$35,000-$49,999** | 21.3% | 21.4% | +0.1 |
| **$50,000-$74,999** | 14.3% | 22.1% | +7.8 |
| **$75,000 & over** | 5.5% | 12.9% | +7.4 |

### Percent of Households Age 35-50 by Income Class

Like wine, income will improve with age for Baby Boomers, who have created new markets at each stage of their development. Fabian Linden, executive director of the Conference Board's consumer research center, says that for marketers "this has broad implications, ranging from product design, advertising, and media, all the way to the point of sale."

Note: Figures expressed in constant 1984 dollars.



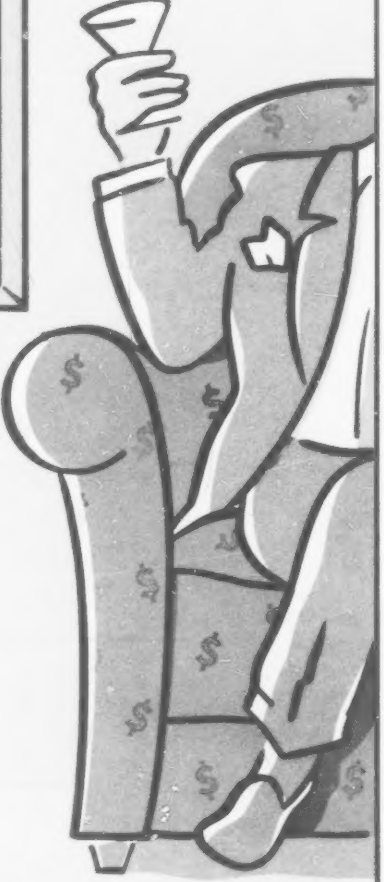
### Parents of Boomers Have It Best

Currently, three out of four families over the age of 65 own their homes, and most have already paid off their mortgages. "Never before has a retiring generation been so well-heeled," says the Conference Board's Fabian Linden. As for their Baby Boomer children, he points out, "never before have so many been destined to inherit so much."

| PERCENT OF POPULATION AGE 25-34 | |
|---|---|
| **Anchorage, AK** | 24.9 |
| **Boulder-Longmont, CO** | 23.8 |
| **Iowa City, IA** | 23.4 |
| **Ann Arbor, MI** | 23.3 |
| **Madison, WI** | 22.4 |
| **Fort Collins-Loveland, CO** | 22.1 |
| **Santa Cruz, CA** | 22.1 |
| **Austin, TX** | 21.9 |
| **Houston, TX** | 21.9 |
| **Denver, CO** | 21.8 |

### Today's Share-of-Boomer Strongholds

The heart of the Baby Boom, those currently between the ages of 25 and 34, can usually be found in and around metros where the nation's largest colleges and universities are located. According to data from S&MM's *1987 Survey of Buying Power*, these 10 metropolitan areas have the highest percentages of 25-34 year olds of all metros nationwide, well above the comparable U.S. figure of 17.5%. However, it's a safe bet that most of these Boomers will be moving on as they enter their prime income-earning years between now and the end of the decade.



Sources: The Conference Board, *Baby Boomers in Midpassage*; Sales and Marketing Management's *1987 Survey of Buying Power*

ELLIOT BERGMAN, INC

INTERNATIONAL:

## A TURNKEY APPROACH TO EUROPEAN MARKETS OPENS THE DOOR

Although the falling dollar makes U.S. products competitive in international markets, small and midsize companies fail to exploit this because of the complexities and paperwork, the inability to find good distributors, or the costs of setting up a foreign subsidiary. Ferrari Computer Services Ltd., a British holding company with revenues of $30 million, sees this failure as a market opportunity. It's offering U.S. and Canadian firms with sales in the $10 million-$15 million range a comprehensive package of marketing, distribution, advertising, administrative services, and small-scale assembly for gaining entry into European markets. The package blends Ferrari's in-house services and those of several third-party organizations.

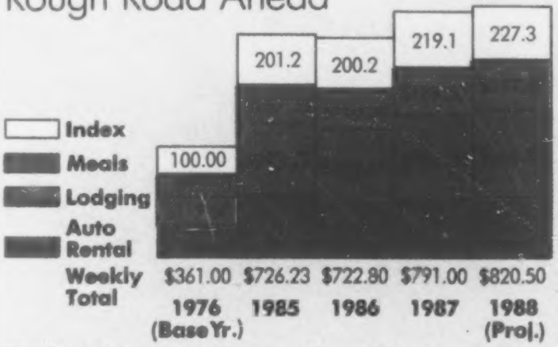
Robert Denton, 39, vice president of Ferrari's Computer Packaging Group, which is marketing HomeBase, says the package includes: market analysis and a business plan, handled by marketing consultant Regis McKenna; advertising by Acme Media, a Saatchi and Saatchi company, and MD&A ad agency; legal and financial services by Ernst & Whinney; office services by Drake International; relocation help by British Airways; and distribution and warehousing by Ferrari.

Denton is targeting outfits with a first-year potential of $1.65 million in sales in England. Despite the hefty price tag (the complete package comes to $486,750), he insists that "because clients will be able to sell direct to dealers in the U.K., they'll save $495,000 in distributor margins, which more than covers their investment." He also claims that "Ferrari can have the operation in business in six weeks, compared to the six months it takes an American company to handle just the legal work." Ferrari expects to earn $80,000 for each client it secures.

As part of the agreement, American clients, who sign one-year contracts, must base a full-time sales executive in England because, Denton says, "that demonstrates the company is serious about developing the European market, and we need someone who will know whose butt to kick before small problems become big ones." So far, Southwestern Bell and Scientific Micro Systems, the Mountain View, CA, peripherals maker, have signed on, and "three others have given a verbal yes," Denton claims. Canada's Ontario provincial government is dickering to have HomeBase handle 11 local firms. Denton's goal: 20 clients by year-end.

ILLUSTRATION BY YVONNE BUCHANAN

Travel Data Reflects Rough Road Ahead



SOURCE: *1988 Sales & Marketing Management Survey of Selling Costs.*

DETERMINING DATA

## BUSINESS TRAVEL: UP, UP, AND AWAY

According to Sales & Marketing Management's *1988 Survey of Selling Costs*, all three expense categories—meals, lodging, and auto rental—will climb in 1988. However, this year's 3% increase in car rentals is less than half of last year's. Factors prompting the increases include a consolidation within the hotel industry as larger chains take over smaller ones, the building of fewer new rooms, the likelihood that auto rental firms will avoid a pricing war, and increases in what restaurants will pay this year for labor, overhead, and wholesale food prices.

Meanwhile, business travelers may well get a break on their air travel. Discount fares will continue to be a popular option among the airlines. But, notes American Express Travel Related Services, the carriers expect fuel and wage costs to go up, which could send fares soaring. In the accompanying chart, field expenses are shown for 1985-87 (using 1976 as a base year) as well as projections for this year.

The Selling Cost Index is calculated by multiplying the national averages for the three SCI components—meals, lodging, and auto rental—by five days (a typical week in the field), producing the individual weekly totals that, added together, result in a combined weekly total for the three components. For 1987, the formula would be $189.50 plus $354.00 plus $247.50, which equals $791.00. The SCI is then calculated by dividing the 1976 base year total into the corresponding weekly total, producing the index figure for each subsequent year. This year's projection is based on data furnished by Smith Travel Research, the National Restaurant Assn., and Runzheimer International, Rochester, WI.

RETAILING

## WOULD YOU BELIEVE McSEARS?

Marriage may be out of the question for, say, a motel chain and a fast-food franchise, but they can still have a meaningful relationship. In fact, many of them do—along with convenience stores, mass merchandisers, and even department stores.

It's called integrated retailing, and it seems destined to take hold as operating costs climb and desirable retail sites become scarce. In the past few months, for instance, combined ventures have blossomed for Holiday Inns and Red Lobster and for Taco John's International and Bresler's 33 Flavors.

# COMPUTERS IN SALES & MARKETING

## USING YOUR PC AS A FAX MACHINE

BY THAYER C. TAYLOR
SENIOR EDITOR

Winning a faster payback from your PC investment often hinges on how adept you are in taking advantage of those openings (a.k.a. ports) at the back of your desktop; they are the gateways to expanding the machine's versatility beyond number crunching and letter writing. One of the newer attachments you can hook onto your PC is a fax emulation board that enables it to double as a facsimile machine.

Fax machines are widely used to speed communications between remote locations. There'll be 1,200,000 of them in place by the end of the year, according to International Resource Development, a New Canaan, CT, research firm. Companies striving for cost-effective communications are giving fax a new twist by using PCs, equipped with the proper expansion board, to send files to a receiving fax machine or to another PC equipped with a fax-emulation board. Generally costing under $1,000, the boards eliminate the need for a sending fax unit, which cost $2,000 to $5,000.

Alan Leavy, manager of telecommunications hardware planning for F.W. Woolworth, New York City, believes PC-fax saves him "time, labor, and money" when he distributes memos to committees based in 15 scattered locations. His IBM PC/AT is equipped with GammaFax, a $995 hardware/software package from GammaLink, Palo Alto, CA, that consists of a single printed circuit board and menu-driven communications software.

Before Leavy installed GammaFax, transmitting memos via Woolworth's fax network meant his secretary first made a printout of the message to be sent, filled out a form for each addressee, traveled several floors to the facsimile room, stood in line to wait her turn, then repeatedly put the same memo through the fax machine until all addressees were accommodated. Now, Leavy sends his memos and other communications without leaving his desk. Once the memo is typed and the proper menu option picked, GammaFax does the rest, distributing it via dial-up telephone lines to multiple fax machines at a rate of 30 seconds per page. (The basic PC takes up to three minutes per page.) Receipt of the document by each fax is acknowledged with an on-screen message.

Leavy says the PC-fax program boasts other advantages over conventional fax. For one thing, he says, by taking advantage of the GammaFax's "store-and-forward" capability, he can specify the time of day or night the document is to go out and "send documents when traffic on our private switching network is at its lowest level, thus saving on phone rates." He also notes that because the PC replaces the optical scanning step involved with conventional fax, there's less degradation of print quality, resulting in documents "that are much crisper in appearance, far easier to read."

Another GammaFax user, Phoenix-based distributor High-Tech Resources, uses a PC to give the sales orders it sends to accounts a personal touch. President L. R. Marr uses the board's cut-and-paste feature to merge the orders with his letterhead and signature, which are stored in the computer. Each night, the PC automatically dials fax machines at the accounts to transmit the orders, using the telephone numbers stored in the computer.

## VOICE MAIL BARRIERS TOPPLING

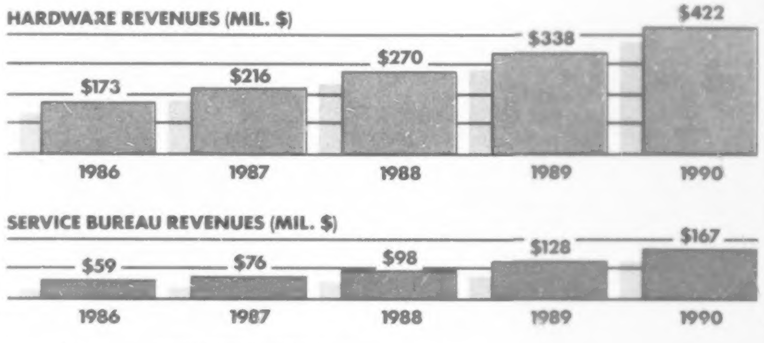
Reduction of the two biggest barriers, cost and limited usefulness, are making computerized voice mail (a.k.a. voice messaging) more attractive as a selling aid to small- and medium-size businesses, says Fred A. Rose, president of Voice Computing, Madison, WI. "While, generally speaking, Fortune 500 companies embraced voice mail enthusiastically," he claims, "up to now computer-based voice messaging has remained a Star Trek fantasy for other companies."

Minimum investment for a voice mail system has tumbled from around $300,000 to about $30,000, Rose notes. "With the latest PC add-on hardware, including voice mail boards, the price is now about $1,300 for those businesses that already have a PC installed."

Rose says voice messaging's usefulness has been broadened by software that provides other functions, such as selling services, sales prospecting, follow-up selling, and information to clients. "Large businesses often found that by replacing the ubiquitous memo and eliminating telephone tag, voice mail justified itself for internal communication alone, especially when a large field sales force was involved. However, this didn't suffice for smaller businesses, whose communication lines are short and involve relatively few people."

As one example of the technique's greater use in sales, Rose notes that using touch-tone inputs voice mail can be used to take phone orders when a clerk is not available or during nonbusiness hours. He cites this scenario: "The telephone computer recognizes the caller's ID code and asks 'Would you like to place an order? If so, press one, otherwise press zero.' The caller

Voice Mail Takes Off



Source: Link Resources, a division of International Data Corp.

presses one and follows the voice instructions in the audio memo to fill out the order."

Distributing information to prospects and clients is another selling aid voice mail performs, Rose says. "A real estate agency can put this message on its PC: 'This is the Williams Real Estate Agency computer. It is after hours and no one is here. If you have an ID code, enter it now. If you have a touch-tone phone, you can hear a variety of information on current listings, mortgage rates, financing options, even tax advice. To do so, press the star key on your telephone and follow instructions.' "

## SALES SOFTWARE CONFERENCE SHIFTS FOCUS

This year's 4th Annual Sales & Marketing Software Conference, set for May 24 at Babson College, Wellesley, will change its orientation from vendor to user. Prof. Hubert D. Hennessey, conference organizer and chairman, says, "The first three conferences focused on software vendors to give sales and marketing people an understanding of what was out there. Now that differences in software are more readily understood, the need is to help marketers sort out the software most useful to them, install new systems or update old ones, and solve problems."

Four user panels will provide case histories on applications of sales and marketing software programs. While the emphasis will be on PC-based software, Hennessey says, mini and mainframe programs will also be touched on. In addition, several vendors will demonstrate their products. Conference sponsors are Babson College and the Sales & Marketing Executives of Greater Boston. For details, call 617-431-1088.

## E-MAIL TO LINK HOME AND OFFICE

As an increasing number of professionals, including salespeople, use PCs in their homes, electronic mail will become an even more important link between remotely located workers and district offices. In a new report, *Electronic Messaging 1987*, Link Resources, a New York City research firm, estimates that there'll be 45-50 million PCs in businesses and homes that can be used as electronic mail boxes by 1990.

The report also suggests that

**For a grand European meeting, now try Chicago.**

**Introducing: The Swiss Grand Hotel.**

With the opening in August of the spectacular new Swiss Grand Hotel, you need no longer make a transatlantic crossing to hold a meeting in the grand style of Europe's great hotels.

At our breathtaking location overlooking Lake Michigan at Chicago's Illinois Center, your group will feel our warm Swiss hospitality running through one flawless business event after another.

From simultaneous translation and teleconferencing to an elegantly served banquet for a visiting head of state, the Swiss system works with quiet precision 24 hours a day.

So when planning your next business conference that only a fine European hotel could host, come to Chicago's Swiss Grand Hotel where conference engineering is not just a business, but an art.

Opening in August but accepting bookings now. For details and rates, contact our Director of Sales at 312-565-0565.

THE SWISS GRAND
HOTEL
ILLINOIS CENTER CHICAGO
swissôtel

*Other fine Swissôtels in the United States:*
*The Drake Hotel, New York • The Lafayette Hotel, Boston*

Circle No. 135 on Reader Service Card

**Sales and Marketing Management Problems?**

*Attend the leading University Executive Programs in Marketing and Sales Management*

Keep on top of the latest developments in Sales and Marketing.

These intensive one-week programs—held at Arden House, Columbia University's mountaintop estate—give you the opportunity to ask questions and get answers from Columbia Business School faculty, guest experts and seasoned executives from a wide variety of fields.

Apply now for these sessions:

**Sales Management**
May 22-27
November 27-December 2

**Marketing Management**
April 24-29
July 31-August 5
September 18-23
November 6-11 (Santa Barbara, CA)
December 4-9

*For further information call or write:*
Columbia Executive Programs
Graduate School of Business, Dept. A6
324 Uris Hall, Columbia University
New York, New York 10027 (212) 280-3395, ext. 915

**Columbia Executive Programs**

Circle No. 103 on Reader Service Card

there will be 100,491 internal E-mail systems installed in companies by 1991. Noting that not all of the systems will be compatible, the current *TC Report*, published by Electronic Services Unlimited, a Link unit, says that E-mail service bureaus will play a pivotal role. Their "prime function is to overcome incompatibility problems of different systems," according to the report. "This means remote and on-site workers can use E-mail to communicate with people who have different software in their own company, as well as people with E-mail in other companies."

## EDI MOVING INTO THE MAINSTREAM

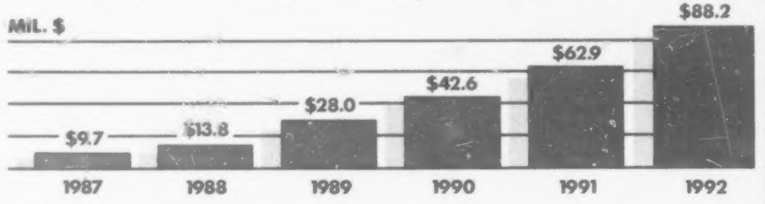
"Soon, doing business without EDI will be like doing business without the telephone," says Edward Lucente, head of IBM's Information Systems Group. Electronic Data Interchange, or computer-to-computer transfer of information in standardized, machine-readable formats, is rapidly moving from technical oddity to business necessity. Lucente told the 19th National EDI Systems Forum that by 1991 IBM's EDI plans will affect 2,000 suppliers, representing 80% of the company's products. Big Blue hopes to save $60 million in the next five years as a result.

Among the promised benefits speeding EDI acceptance, says Pat Tinley, vice president of Management Science of America, an Atlanta software firm, are more efficient inventory restocking, more responsive customer service, better control of cash flow, and the generation of working capital. Tinley claims that an EDI user can create a sales order and receive confirmation in 10 minutes vs. the usual 7 to 10 days.

Increased competition by EDI vendors is also helping establish the technology's popularity. To attract smaller companies, McDonnell Douglas Information Systems Group, St. Louis, recently offered six months' free service on its EDI*Net network. As part of a marketing plan to pick leading companies to market its EDI EXPRESS System network in their industries, General Electric Information Services, Rockville, MD, recently named Baxter Travenol Laboratories—reportedly the world's largest manufacturer/distributor of medical/surgical supplies with its own EDI program, ASAP Express—sales agent for the hospital industry.

Also, all North American and U.S.-based Japanese auto manufacturers now require suppliers who want contracts to use EDI. To give its clients a chance at these contracts, Ask Computer Systems, Mountain View,

The EDI Software Market: Up 56% Per Year



Source: Input, *U.S. EDI Software Markets: 1987-92*

Pittsburgh's Unbeatable Buy

From the market's Allegheny County hub to its 5-county CMSA and throughout the 18-county ADI . . . The Pittsburgh Press and Post-Gazette deliver unmatched penetration of all important demographic groups.

**And no other medium matches their cost-efficiency, daily or Sunday.**

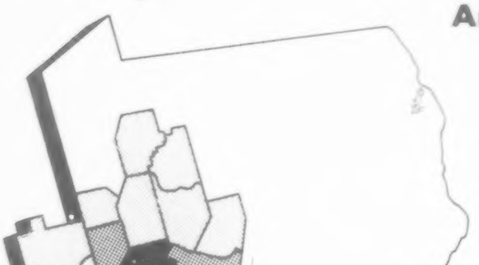
For more details, call the General Advertising Department, 412/263-1336.

The Pittsburgh Press
SCRIPPS HOWARD EVENING–SUNDAY

Pittsburgh Post-Gazette
MORNING

AD SAT. Represented nationally by Sawyer-Ferguson-Walker Co., Inc.

Circle No. 123 on Reader Service Card



CA, a leading vendor of manufacturing software systems, recently added an EDI function to the newest release of its ManMan/Mfg package.

One of the more recent marketers to join the EDI bandwagon is Levi Strauss, San Francisco, which added RIVET (Retailers Inventory Valuation and EDI Transmission) to its LeviLink EDI program, unveiled last fall. LeviLink, used by eight chains, allows the electronic exchange of purchase orders, invoices, and packing slips, but also can be used for maintaining point-of-sale information and analyzing market trends. Reportedly, LeviLink now handles one-fourth of Levi Strauss's incoming orders.

Long popular in the transportation, food, and automotive fields, EDI is making headway in chemical, distribution, electrical, health-care, metals, paper, textile, and warehousing industries and even among federal government agencies. The EDI market is soaring 88% a year, from $46 million in 1986 to a projected $1.9 billion by 1992, says Input, the Mountain View, CA, research firm, and IBM's Lucente sees one-third of all business documents moving via EDI by the mid-1990s.

Noting that "software forms the core of successful EDI implementation," the recent Input report, *U.S. EDI Software Markets: 1987-92*, acknowledges that some firms "tend to wait for EDI software prices to come down" but urges "early implementation to realize the benefits. Savings gained will likely be greater than the cost differential involved in waiting for less expensive products."

## MORE BAR CODING IN SALES REP'S FUTURE

The increasing need for timely information on product movement and in-store stock will see more sales representatives toting hand-held point-of-origin (POO) data collection devices that read bar codes. A survey by Telxon, the Akron, OH, maker of hand-held microcomputer systems, reveals that 18.4% of 354 respondents presently use some form of electronic POO collection units and another 10.2% plan to adopt them within the next five years.

Sales and marketing departments lead the way in use. Next in line: warehousing and distribution. A strong majority feed the data collected into their information systems, while just under one-third use the devices as standalones. The rest use both approaches.

At the retail end, resellers of com-

The only hotel in Chicago where all meetings are equally grand.

At the magnificent new Swiss Grand Hotel, we make meeting planners an absolute guarantee. No small group will ever be squeezed between two larger ones or be treated as any less important.

Here, every meeting is equally grand. To that end, our magnificent small and large meeting rooms — the most flexible of any mid-size luxury hotel — were specifically designed in separate areas of the hotel. So, whether your meeting is for 50 or 500, you'll receive the undivided attention and impeccable Swiss service of our gracious international staff.

From the launch of a new luxury motor car to a perfectly executed client luncheon, we manage every moment of your meeting. Because we know successful meetings do not run by themselves.

Opening in August but accepting bookings now. For details and rates, contact our Director of Sales at 312-565-0565.

THE SWISS GRAND
HOTEL
ILLINOIS CENTER CHICAGO
swissôtel

*Other fine Swissôtels in the United States:*
*The Drake Hotel, New York • The Lafayette Hotel, Boston*

Circle No. 136 on Reader Service Card

The Information Management Software You "GROW INTO" not "OUT OF".

WHO CAN USE EMIS?
- Individuals • Professionals
- Business People • Managers
- Executives • Companies • Clubs
- Non-Profit Organizations
- Governmental Agencies who, in their day-to-day activities, communicate with any of the above.

WHAT CAN EMIS DO?
- Lead-Tracking • Telemarketing
- Sales Management & Reporting
- Proposal Generation
- Generate Tickler Files
- Scripting & Auto Dialing
- Available in Single-User or
- Multi-User Versions

For more information or demonstration disks call (512) 822-8499 or write:
EMIS SOFTWARE, INC. • 901 NE Loop 410, Suite 526 • San Antonio, TX 78209

Circle No. 129 on Reader Service Card

4/5/88 C1200-1

# SALES & MARKETING

APRIL 1988
A BILL PUBLICATION
THREE DOLLARS

## GREAT SELLING JOBS

Building a Million-Dollar Deal at the Last Minute

**HIRING**

IQ Tests for Salesmen Make A Comeback

**RETAILING**

How Much Hype In Hypermarkets?

**CUSTOMER SERVICE**

Five Companies That Do It Right—And Make It Pay

**COMPUTERS**

How the Best Sales Forces Use PCs and Laptops

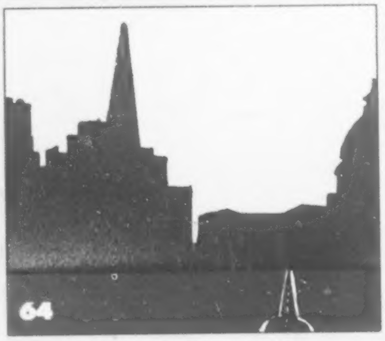
Murata Business Systems:
R. Michael Franz, Michael Norris,
Hugh Snider, Tom Mosgrove:
Four who built the deal

APRIL 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

36

42


64

COVER PHOTOGRAPH BY HOLLY KUPER

## FEATURES

**36** **BUILDING A MILLION-DOLLAR DEAL AT THE LAST MINUTE**

How a small manufacturer of facsimile machines snagged an enormous sale—with a little help from a big-name competitor.

**42** **IQ TESTS FOR SALESMEN MAKE A COMEBACK**

Ability testing, once the pariah of the personnel department, is regaining its status as the most effective tool in hiring.

**50** **HOW MUCH HYPE IN HYPERMARKETS?**

Europe has 2,000, Canada has 22, and now America is getting its first wave of the super-superstores. But will they make it big with discount-jaded shoppers here?

**56** **CUSTOMER SERVICE: FIVE COMPANIES THAT DO IT RIGHT AND MAKE IT PAY**

Long considered the Rodney Dangerfields of sales and marketing, customer service departments are earning respect—and dollars—for their companies.

**64** **HOW THE BEST SALES FORCES USE PCs AND LAPTOPS**

Could it be coincidental that the best sales forces are also the best equipped with computers? Results of an exclusive poll show that stacking the deck wins acceptance.

**75** **WILL THE RHINO SURVIVE?**

Some sales meetings are nothing but fun and games. Some can make or break a company. That's how marketers at Armstrong Tire approached this year's gathering.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** VIEWPOINT
**10** DEMOGRAPHICS IN ACTION
**15** TRAVELERS' NETWORK
**17** SALES FORCE MANAGEMENT
**19** BOOKS
**25** SHORT TAKES
**30** BUSINESS-TO-BUSINESS
**32** INTERNATIONAL
**35** MARKETERS, ETC.
**80** COMPUTERS
**89** BUSINESS ADVERTISING
**90** SECOND THOUGHTS
**91** COOPERATIVE ADVERTISING
**92** MOTIVATION
**96** AD INDEX
**97** SALES MART
**100** SIGNIFICANT TRENDS
**101** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## THE SILVER BULLET

In theory, Bill Kelley shouldn't have had to write at such length in this issue about customer satisfaction. After all, isn't it the natural and inevitable end point of a successful business? Natural, perhaps. Inevitable, hardly. From the look of it, many businesses are successful despite their indifference to customers.

One explanation: Customer service is so bad and customer expectations so low that a company doesn't have to please customers to be successful. This thought came to mind recently during a conference sponsored by the American Marketing Association. "From what I gather," remarked one of the speakers, Leland Pillsbury, a senior vice president of Marriott Corporation, "consumers don't believe American business cares. Cynicism and resignation reign."

Not that there aren't bright spots. Pillsbury tells the story of the angry customer who showed up at Nordstrom's, the Seattle department store, carrying an automobile tire. He slammed the tire on the customer service representative's desk, claimed it was defective, and demanded his money back. The clerk said she had to get an okay from her supervisor, got it, and gave the man his $75 refund.

Pillsbury read our thoughts: a nice story, but so what? Then he nailed us: "*Nordstrom's doesn't sell tires.* It *wasn't* their tire, but it *was* their customer."

Pillsbury's point is that too often the customer is regarded as the enemy, who has to *prove* he's been done wrong. Pillsbury says shift the burden: Prove that you care by laying yourself on the line—as Marriott did when it offered $250 and two free nights at a Marriott if a reservation wasn't honored, or breakfast free if you didn't get it in five minutes. "At Marriott," Pillsbury said, "the salesman is the company's suggestion box. Because compensation for Marriott salesmen is tied to how satisfied guests are, they are more inclined to fight battles with operations about having breakfasts served on time."

What Pillsbury is saying is give the customer something extra. The *how* is quite as simple. "Empower your salesmen and everybody else to service the customer," said Thomas B. Walkup, president of GTE North in Minneapolis. For some, however, empowering employees means a change in mind-set. It means making customer satisfaction more important than following policies and procedures and connecting the dots. It may also mean putting a high level executive in charge of customer service (see "Viewpoint," page 8). As Walkup says, "The customer is the silver bullet."

How many companies actually pay attention to these self-evident priorities? Those mentioned in Bill Kelley's story apparently do. How select a group are they? I suggested Bill ask people on our staff how they were treated if they had problems with a product or service during the last year. No doubt researchers would say this is far removed from being a "representative sample." Well, it's not meant to be one. They are not numbers. They are people. They are customers.

What did they say? I couldn't tell you now if I wanted to, because Bill hasn't written the article. If you want to guess what he'll discover, however, drop me a note. I promise to respond. It's the least I can do for a customer.

Vogl

**SALES & MARKETING MANAGEMENT**

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial
**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden
**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:**
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 515-246-6857
**REPRINTS:** 313-761-4700
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES; 500+ REPRINTS:** 212-984-2449

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 5 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP

# LETTERS

## DOLLAR FOR DOLLAR

In response to the article entitled "The Oily Rebate Doesn't Catch the Consumer" ("Viewpoint," January), I can only say that it is unfortunate that Sandra Dollar has not been exposed to the real world of refunding. It is also unfortunate that she did not take the time to research the subject before exposing her lack of knowledge to your readers.

Prior to her next attack on refunding, may I suggest she visit several fulfillment organizations, refunder meetings and/or conventions, and corporations that implement refund offers. Only after she has taken these steps can she develop an appreciation of why corporations must defend themselves against "professional" refunders who attempt to bend the rules of refund offers. Yes, they are the minority, but their actions are not in keeping with the intent of the offer, and they, not corporations, cause what may be construed as unreasonable refund requirements.

Ronald C. Roedema
Randolph, NJ

The "Viewpoint" article in the January issue regarding difficult rebates was excellent. It is impressive to read an article in a sales magazine that cuts through the issue and clarifies the result so directly. Sandra Dollar is apparently a consultant with her feet on the ground.

James S. McKenna
Agent
State Farm Insurance
Drexel Hill, PA

## ABOVEGROUND ECONOMY

"Bartering Comes of Age" (January) was a very accurate picture of the growth and acceptance of a wonderful business tool with one exception or should I say misconception.

In the box on page 62, a reference was made to trades (via a retail trade exchange), which economists refer to as "America's biggest underground economy."

The retail trade exchange industry was formed 28 years ago by a former banker in Los Angeles. He introduced the idea of a "trade exchange" (built upon a debit and credit system), where business owners could trade their products/services among each other and therefore not have to accept the other's merchandise on a direct one-to-one basis. Rather, they would take payment for the trade in the form of a "trade dollar," which would then be credited to their account to be immediately available for use in their future barter purchases with any other member of the trade exchange.

As such, trade exchanges are third-party record-keepers and, under the Tax Equity & Fiscal Responsibility Act of 1982, on a par with other third-party record-keepers (i.e., banks, credit card companies, security brokers, attorneys, and accountants). As legitimate third-party record-keepers, trade exchanges are required to submit information reports (1099s) to the IRS on the barter sales of their clients. Therefore, it is incorrect to consider trade exchange bartering to be a part of the underground economy (unreported income).

Robert B. Meyer
Editor
*BarterNews*
Mission Viejo, CA

## LEAN AND MEAN

This is not a form letter—this is not a standard business letter, either. This is a personal note from a subscriber. In the last 15 years I may once have taken the time to sit down and send a note to a magazine, so it means something if I'm doing this.

About a year ago, I almost canceled my subscription to your magazine. I got very little from the articles, but I hung on awhile to see what the new version would look like.

I'm very happy I did. The lean and mean articles in January's issue were excellent, and the supporting articles were worth the price 10 times over. Please keep up the effort. It shows in the end product.

Craig Carraher
Sales Manager
Sunoco Products
Hartsville, SC

## CORRECTION

SoftPedal, a manufacturer of computer software ("Software Survey," December 1987), does not offer a free demo of its $ally software. ☐

**Put More Power In Your Presentation**

The impression you make will often determine whether you get the order or the brush-off. Organized sales materials improve your image and inspire buyer confidence.

**Artline Presentation Folders** and literature packaging kits allow you to organize the sales material, price lists and proposals that you already provide your clients, into an image enhancing, cost effective sales tool.

Full Layout, Design & Production Services

Call or write for catalogs & samples.
**800-662-0101**

**Artline**
INDUSTRIES
3091 Governors Lake Dr.
Norcross, GA 30071
(404) 446-2500

Circle No. 101 on Reader Service Card

**IMPRINTED GOLF TEES**
**2-1/8" Wood Golf Tees**

YOUR NAME OR COMPANY IMPRINT

- Bulk packed
- Black or red print
- Imprinted up to 2 lines, 22 characters per line, including spaces
- Colors: white, yellow, orange, natural or assorted

500-$20.50 1000-$40 2500-$95
5000-$175 10,000-$330

DELIVERY: $3.75 for entire order.
ALTERNATE PACKAGING: 10 tees per sealed poly bag. Add $10 per 1,000 tees.

**GOLF BALL MARKERS**
Colors: white, yellow, red, orange, blue, asstd.
Imprint colors: Any standard color. Black unless specified.
500-$60 1000-$95 3000-$159 5000-$240

**A COMBINATION TO PLEASE EVERYONE!**

Tees, markers and calling cards packaged in heat sealed poly bags. Great for golf outings, giveaways or sales promotions.

**5 TEES, 1 MARKER and 1 CALLING CARD:**
100 bags-$ 90
200 bags-$124
500 bags-$270
1000 bags-$420

SEND CHECK OR MC/VISA/AMX NO. AND EXP. DATE
**HIGHLANDER COMPANY**
1072-I Jacoby Rd., Dept. SMM1, Akron, OH 44321
**1-800-334-2230**
In Ohio (216) 666-6748

Circle No. 146 on Reader Service Card

# A New Migration—*Away* From California

MAGIC's leaving California in 1989, but then so are the California Grocers', Cattlemen, Bankers', Medical, and School Employees' associations: these groups have all announced their intention to cross the border to hold their annual meetings.

Where are they going and why? David Wilbern, convention sales and services manager for the Reno-Sparks Convention and Visitors Authority, projects that 40% of future convention delegates visiting Reno will come from California-based organizations. And officials at the Reno and Las Vegas Visitors and Convention Bureaus are certainly pleased: The tally for California convention business adds up to $40 million for these cities.

MAGIC (The Men's Apparel Guild in California) is deserting Los Angeles because of lack of space: The Las Vegas Convention Center, a 1 million sq. ft. facility, has almost three times more exhibit space than the LA Convention Center. Officials at the California Grocers' Assn., Medical Assn., and School Employees' Assn. all cite both the cost of accommodations and space as factors in their moves.

Las Vegas hotel room rates run as low as $50 a day and are guaranteed for as long as three years whereas most California hotels won't quote prices a year in advance, much less guarantee them. Donald C. Beaver, president of the grocers' group, which used to hold its meetings in San Francisco but is booked into Las Vegas through 1992, says his group can get all its delegates in one hotel for half the price it paid in San Francisco.

What's the civic response in California's convention cities to losing all this business? Plans call for the Los Angeles Convention Center to have 610,000 sq. ft. by the 1990s, but that may be too much too late. Anaheim, with 265,000 sq. ft. in its convention center, last year beat LA for the biggest shows, according to *TradeShow Week*. Statistics compiled for their annual analysis of the top 200 trade shows ranked Anaheim in sixth place last year with 15 of the top shows, compared to Los Angeles, which, with nine shows. tied for seventh place with Washington, DC.

To compound LA's problem, nearby Long Beach is planning to almost double the capacity of its convention center to 340,000 sq. ft., and San Diego is making its first bid for major trade shows with the fall 1989 opening of a new convention center with 354,000 sq. ft. of space. Darlene Zonca, editor of *TradeShow Week*, says this move will make San Diego a major competitor with LA for trade show business.

While some cite LA's negative image because of smog, gridlock, earthquakes, and gang wars as a factor in its recent poor showing as a convention city, Zonca points out that since conventions must be booked as much as 10 years in advance, local news has little effect on site selection. If it did, Dallas, which ranks No. 2 on the FBI's uniform crime report, would not appear on *TradeShow Week*'s list of top 10 cities, much less rank No. 3 with 19 of the top 200 shows.

Perhaps the most important factor in site selection is geographic location, and while West Coast cities may have—for the most part—baby-blue skies and amenable climates, most major corporations have their home offices in New York or Chicago—with Chicago home to twice the Fortune 500 companies California has. Since these corporations attract the greatest number of attendees, who on average travel 400 miles to attend trade shows, the bulk of these meetings are held in New York, Chicago, Dallas, and Atlanta.

Does all this mean California cities are at the bottom of the list? Not at all. Anaheim, Los Angeles, and San Francisco hold relatively stable positions on *TradeShow Week*'s tally, but it may just signal the end of another set of gold rush days.

**TOP 10 CITIES IN TRADE SHOWS**

| 1987 | |
|---|---|
| New York City | 29 |
| Chicago | 26 |
| Dallas | 19 |
| Atlanta | 18 |
| Las Vegas | 18 |
| Anaheim | 15 |
| New Orleans | 9 |
| Los Angeles | 8 |
| Washington, DC | 8 |
| Louisville | 6 |

| 1982 | |
|---|---|
| Chicago | 33 |
| New York | 18 |
| Atlanta | 17 |
| Dallas | 16 |
| Las Vegas | 14 |
| Los Angeles | 8 |
| Houston | 7 |
| Anaheim | 6 |
| Kansas City | 5 |
| San Francisco | 5 |

| 1977 | |
|---|---|
| Chicago | 33 |
| Atlanta | 14 |
| New York City | 13 |
| Dallas | 10 |
| Anaheim | 10 |
| Las Vegas | 10 |
| Atlantic City | 9 |
| New Orleans | 9 |
| Los Angeles | 7 |
| San Francisco | 6 |

Source: *TradeShow Week*. ILLUSTRATION BY DAVID FLAHERTY

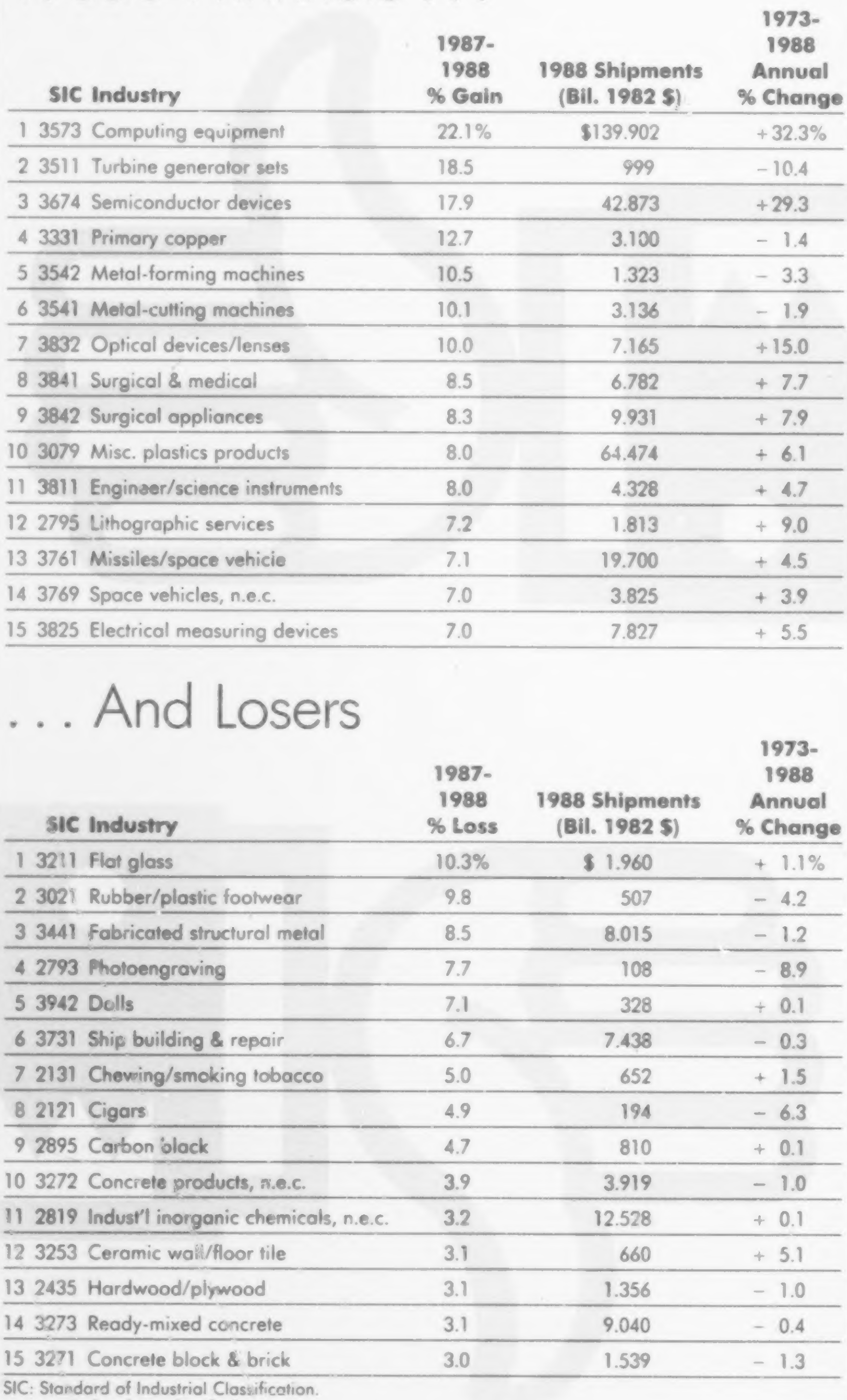
## BARBIE'S OUT

Marketers of industrial goods and services won't get much help this year from the nation's synthetic sweetheart, Barbie Doll, but they can expect much more business from the maligned smokestack industries. Those are two of the sales tips to be gleaned from the U.S. Commerce Dept.'s annual *1988 U.S. Industrial Outlook*, which sees manufacturing shipments surging 2.4% in 1988 (in constant 1982 dollars), almost double the long-term 1.2% annual uptick.

Triggering the upsurge: the falling value of the dollar, cost-cutting programs, and plant modernization, all of which make U.S.-made goods more price competitive in export markets. As a result, the department predicts 82% of 227 4-digit manufacturing industries, the highest share ever, to ship more product this year than last.

Significantly, 4 of the 15 sectors that will post the smartest growth rates this year are traditional smokestack industries buffeted by long-term declines (see table). They are: turbine generator sets, primary copper, and metal-forming and metal-cutting machines. Conversely, 6 of the 15 industries expected to suffer the biggest falloffs in shipments have been experiencing long-term growth, such as doll making and ceramic wall and floor tile.

Among service industries, the department sees the strongest gains chalked up by videotex, up 25%; computer software, 22%; computer professional services, 20%; cable TV, 15%; data processing, 13%; management services, 12%; legal services, 11.2%; and commercial banking, 11%. These are not included in the adjoining table because they do not have a uniform measurement standard.



## 1988's Winnners . . .

| | SIC | Industry | 1987-1988 % Gain | 1988 Shipments (Bil. 1982 $) | 1973-1988 Annual % Change |
|---|---|---|---|---|---|
| 1 | 3573 | Computing equipment | 22.1% | $139.902 | +32.3% |
| 2 | 3511 | Turbine generator sets | 18.5 | 999 | −10.4 |
| 3 | 3674 | Semiconductor devices | 17.9 | 42.873 | +29.3 |
| 4 | 3331 | Primary copper | 12.7 | 3.100 | − 1.4 |
| 5 | 3542 | Metal-forming machines | 10.5 | 1.323 | − 3.3 |
| 6 | 3541 | Metal-cutting machines | 10.1 | 3.136 | − 1.9 |
| 7 | 3832 | Optical devices/lenses | 10.0 | 7.165 | +15.0 |
| 8 | 3841 | Surgical & medical | 8.5 | 6.782 | + 7.7 |
| 9 | 3842 | Surgical appliances | 8.3 | 9.931 | + 7.9 |
| 10 | 3079 | Misc. plastics products | 8.0 | 64.474 | + 6.1 |
| 11 | 3811 | Engineer/science instruments | 8.0 | 4.328 | + 4.7 |
| 12 | 2795 | Lithographic services | 7.2 | 1.813 | + 9.0 |
| 13 | 3761 | Missiles/space vehicle | 7.1 | 19.700 | + 4.5 |
| 14 | 3769 | Space vehicles, n.e.c. | 7.0 | 3.825 | + 3.9 |
| 15 | 3825 | Electrical measuring devices | 7.0 | 7.827 | + 5.5 |

## . . . And Losers

| | SIC | Industry | 1987-1988 % Loss | 1988 Shipments (Bil. 1982 $) | 1973-1988 Annual % Change |
|---|---|---|---|---|---|
| 1 | 3211 | Flat glass | 10.3% | $ 1.960 | + 1.1% |
| 2 | 3021 | Rubber/plastic footwear | 9.8 | 507 | − 4.2 |
| 3 | 3441 | Fabricated structural metal | 8.5 | 8.015 | − 1.2 |
| 4 | 2793 | Photoengraving | 7.7 | 108 | − 8.9 |
| 5 | 3942 | Dolls | 7.1 | 328 | + 0.1 |
| 6 | 3731 | Ship building & repair | 6.7 | 7.438 | − 0.3 |
| 7 | 2131 | Chewing/smoking tobacco | 5.0 | 652 | + 1.5 |
| 8 | 2121 | Cigars | 4.9 | 194 | − 6.3 |
| 9 | 2895 | Carbon black | 4.7 | 810 | + 0.1 |
| 10 | 3272 | Concrete products, n.e.c. | 3.9 | 3.919 | − 1.0 |
| 11 | 2819 | Indust'l inorganic chemicals, n.e.c. | 3.2 | 12.528 | + 0.1 |
| 12 | 3253 | Ceramic wall/floor tile | 3.1 | 660 | + 5.1 |
| 13 | 2435 | Hardwood/plywood | 3.1 | 1.356 | − 1.0 |
| 14 | 3273 | Ready-mixed concrete | 3.1 | 9.040 | − 0.4 |
| 15 | 3271 | Concrete block & brick | 3.0 | 1.539 | − 1.3 |

SIC: Standard of Industrial Classification.
n.e.c.: not elsewhere classified
Source: U. S. Dept. of Commerce, *1988 U. S. Industrial Outlook.*

ILLUSTRATION BY DAVID FLAHERTY

hard to find the time to do a thorough job of training because we had our own work to do."

All that has changed. In 1987, the $1.4 billion private Chappaqua, NY, company hired five training people (one supervisor and four trainers) to prepare customer service representatives for their jobs. The benefits have been twofold, says McDonough: Representatives, of course, are better trained, and the department knows that management has made a commitment to customer service. "People feel better because they see that management takes their job seriously."

The training program at Reader's Digest is a little different from most. For the first eight weeks of employment, customer service representatives receive virtually no formal training. Instead they observe customer service people at work and, in the process, learn some of the basics of the job. "They may read some mail, listen to phone calls, and do things like that," says McDonough. The reason for this, she says, is to make the training sessions more relevant. "The experience takes some of the abstract nature out of classroom training."

During the first year, customer service representatives receive about 12 weeks of classroom training broken into two 6-week sessions. The first couple of days focus on the company and its product line (in addition to *Reader's Digest* magazine, the company sells books, records, and other publications), followed by training on computers and office equipment. After that, the course work is centered on company policy and procedure for handling inquiries. If manning the phones, trainees will be taught to diffuse anger and deal with hostile calls; if handling correspondence, they will take a writing course.

After six to nine months, trainees will become full-fledged customer service representatives. It takes about that long for them to gain the confidence to do the job well, says McDonough. "It's unlikely that what they learn in the classroom will be exactly like what they will be faced with daily," she says. "When they can make decisions on their own, they are truly reps."

## What They Make

Starting or revamping a customer service department will not be cheap, especially when it comes to salaries. But, as managers already know, good employees are almost always worth the expense. Following is a 1987 salary survey by ICSA of its members:

| | CS Director | CS Manager | Sr. CS Rep | CS Rep | CS Clerk |
|---|---|---|---|---|---|
| Starting: | $43,307 | $31,864 | $20,011 | $16,391 | $12,550 |
| Average: | 53,614 | 38,777 | 23,932 | 19,766 | 14,862 |
| Top: | 64,497 | 47,148 | 28,548 | 23,568 | 17,331 |

## What They Do

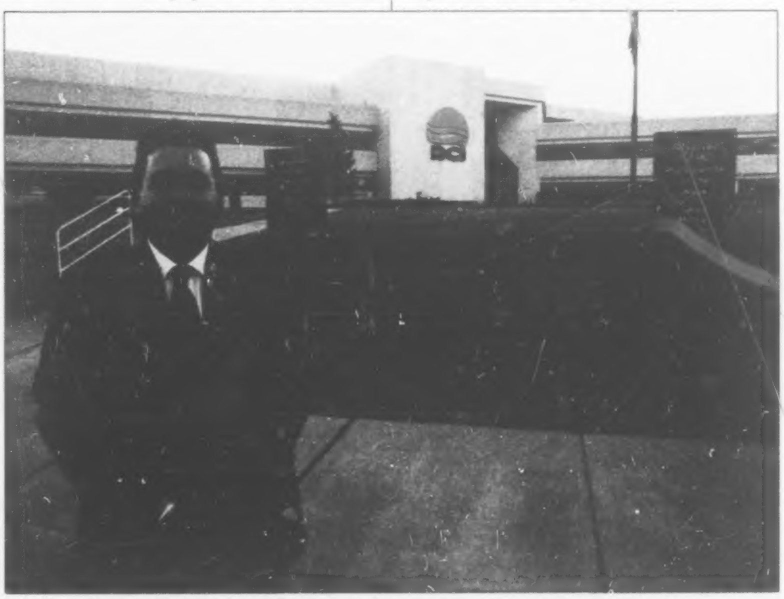
Following are the top 10 functions of customer service personnel:

1. Inquiries
2. Order status inquiries
3. Liaison with other departments
4. Phone order processing
5. Price/availability
6. Returns/claims processing
7. Mail order processing
8. Field sales support
9. Inside rep training
10. Sales literature requests

Source: International Customer Service Assn.

After the first year, customer service people will still receive training, though in a less structured format. Periodically, sessions will be held on topics ranging from the benefits of customer service to changing policies and procedures.

In addition, once a month, customer service people meet with marketing managers to discuss the company's progress. "The job can get a little depressing," explains McDonough. "All day long, people hear complaints. It's good for them to hear what's going right."



**Cash and candy kisses help Dennis Hauser at Resort Condominiums.**

PHOTOGRAPH BY JOHN STARKEY/BLACK STAR

## MOTIVATING

### A LIGHT TOUCH KEEPS REPS AT RESORT CONDOMINIUMS ON THEIR TOES

Customer service representatives at Resort Condominiums International, Indianapolis, IN, are never quite sure what the next phone call will bring: a request for information, a complaint about a missing corkscrew, or a quick message from Dennis Hauser, director of customer services, to come to his office and pick up the $25 they just won for answering the phone first.

"About ten times a day or so I have what I call the Dennis Hauser Lottery Call," he explains. "I dial our 800 number and the first one to get to the phone, gets the money."

Hauser oversees a staff of 220 customer service representatives for the privately held $50 million timeshare vacation exchange company. Each

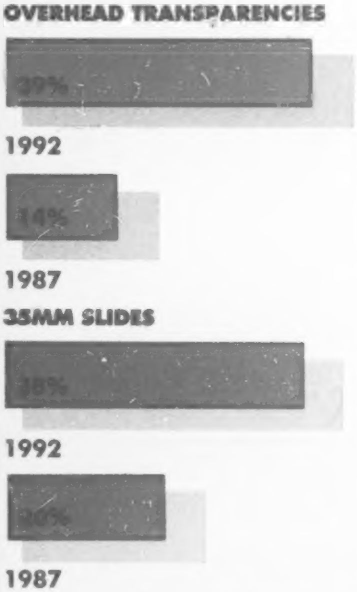
# PC's Role in Presentations

Marketers who rely on dramatic illustrations to jazz up their sales presentations will increasingly turn to PC graphics. The number of computer-generated overhead transparencies will almost triple in the 1987-92 period, predicts Desktop Presentations, the Mountain View, CA, research firm, while manually prepared versions will rise slightly. Similarly, the number of PC-based 35mm slides will almost double, vs. a drop by manual counterparts.

Sparking the growth, says Jerry Cahn, president of Brilliant Image, a New York City service bureau, is greater awareness that dramatic visuals help increase audience recall fivefold as well as give a more professional look to presentations. Greater availability of PC graphics software also helps, he says, adding that over 200 such packages are now on the market.

Indeed, Desktop president William L. Coggshall sees unit sales of charting and integrated presentation management packages climbing 182% to 790,000 by 1992.

## PC Share



Source: Desktop Presentations.
© Sales & Marketing Management

**For a grand European meeting, now try Chicago.**

**Introducing: The Swiss Grand Hotel.**

With the opening in August of the spectacular new Swiss Grand Hotel, you need no longer make a transatlantic crossing to hold a meeting in the grand style of Europe's great hotels.

At our breathtaking location overlooking Lake Michigan at Chicago's Illinois Center, your group will feel our warm Swiss hospitality running through one flawless business event after another.

From simultaneous translation and teleconferencing to an elegantly served banquet for a visiting head of state, the Swiss system works with quiet precision 24 hours a day.

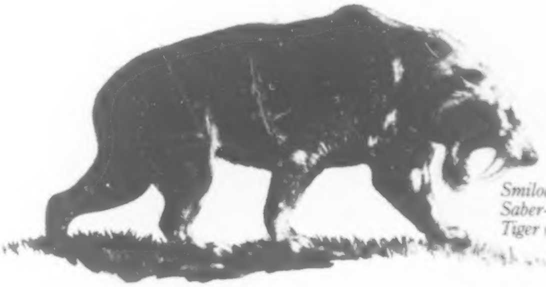
So when planning your next business conference that only a fine European hotel could host, come to Chicago's Swiss Grand Hotel where conference engineering is not just a business, but an art.

Opening in August but accepting bookings now. For details and rates, contact our Director of Sales at 312-565-0565.

THE SWISS GRAND
HOTEL
ILLINOIS CENTER CHICAGO
swissôtel

*Other fine Swissôtels in the United States:*
*The Drake Hotel, New York • The Lafayette Hotel, Boston*

Circle No. 119 on Reader Service Card



*Smilodon, Great Saber-toothed Tiger (extinct)*

**Will you remain competitive?**
**Being aggressive isn't enough.**

The instincts and training that made you a top salesperson may not necessarily make you a first-rate manager, motivator or strategic planner. If you need to prepare for broader responsibilities and the new business environment ahead, join executives from top firms around the world at the Columbia Business School's Executive Program in

**Sales Management**

*May 22-27 or November 27-December 2*

Programs are held at Arden House, the university's mountaintop estate. For a brochure, call **(212) 280-3395, ext. 919,** or write:

Columbia Executive Programs

324 Uris Hall, Dept. A10, Columbia University, New York, NY 10027 Telex: 271207 EXEC PROG UR
Columbia University is an affirmative action/equal opportunity institution FAX 212-316-1473

*Also of interest:* **Marketing Management:** *July 31-August 5, September 18-23, November 6-11 (Santa Barbara, California) or December 4-9*

Circle No. 103 on Reader Service Card

## MIS'S SPLIT VIEW OF END-USER PCs

Sales or marketing departments that latched on to PCs to get into computerization and bypass unsympathetic MIS (Management Information Systems) directors face a tough future: They'll have to deal more often with MIS managers or emerging CIOs (Chief Information Officers). Corporate plans to integrate office automation, information processing, and telecommunications as well as the growing awareness that information can be used to support corporate strategic goals are current trends that ensure this.

The findings of a survey conducted by Arthur Andersen's Chicago management information consulting group suggest that MIS chiefs have a split personality when it comes to departmental users. On the one hand, when 120 MIS executives among Fortune 500-type companies rated the relative importance of 22 specific issues, "facilitating/managing end-user computing" headed the list, 76% citing it as "very important" or "somewhat." On the other hand, when asked which of the 22 issues are of primary concern today, end-user needs tumbled to fourth place, cited by 8%, whereas "translating information technology into competitive advantage" led the way.

Similarly, when the MIS folks were asked—unaided and without prompting—to rank their concerns, their conventional role of "keeping current with changes in technology/systems" was by far the leading issue, while end-user needs placed a lowly fifth. Even so, MIS chiefs are aware of the benefits of departmental PCs, the most frequently cited ones being increased productivity and efficiency, and user control.

COMPUTER HIGHLIGHT

## SCANNERS PASS A MILESTONE

Point-of-sale scanners became part of the retailing mainstream last year when, for the first time, stores with such equipment accounted for more than half, 54%, of food store sales, according to the *1987 Nielsen Review of Retail Grocery Store Trends.* Larger stores and scanners go particularly well together, with scanners ringing up 75% or more of their volume. A.C. Nielsen, which compiled the report, predicts that the growth of scanner-equipped stores will be 9% this year. Thus the research firm expects that the portion of stores equipped with the computerized checkout devices will edge up to 58%.

### Scanning's Impact

**Markets with highest . . .**
$ACV*

| | |
|---|---|
| Denver | 76.9% |
| Los Angeles | 72.0 |
| Chicago | 71.0 |
| St.Louis | 71.0 |
| Seattle | 70.4 |

**. . . and lowest penetration**
$ACV*

| | |
|---|---|
| Raleigh/Durham | 23.9% |
| Memphis/Little Rock | 32.5 |
| Nashville | 35.5 |
| Detroit | 36.4 |
| Philadelphia | 40.1 |

*All-commodity volume (food store sales)
Source: A. C. Nielsen, *1987 Nielsen Review of Retail Grocery Store Trends.*

© Sales & Marketing Management

The best advertisers don't believe in fairy tales...

With today's staff cutbacks, lower budgets, and wicked competition, who can wait to be kissed by Inspiration to live profitably ever after?

Advertisers need real ideas, strategies, results—now. So where do some of the best—both newcomers and the more experienced—go for down-to-earth help? Where thousands of sales and marketing executives have gone since 1924. **To the American Management Association.**

**AMA advertising courses answer career needs.** They're not just work-related. They're work specific. The list is long, too, to satisfy a wide range of requirements...but the courses are all short and up to date.

**AMA course leaders come from the field.** They loosen their ties (or don't even wear them) and speak your language.

In a matter of days, they provide you with new, proven ways to better direct your resources. They explain how to build more business with creative use of marketing communication tools. Like trade shows...co-op advertising...public relations.

**AMA quality is guaranteed 100%.** And that's no fairy tale. If you have paid your fee in advance and are not satisfied with the course, you can ask for—and get—credit toward another course of comparable length. Or a FULL REFUND. 97% of attendees rate courses "good" or "excellent."

Make the move that can make you worth more to your company. Send for your free AMA Catalog now. Or inquire about individual courses with this coupon or call (518) 891-0065.

American Management Association
Att: Stephanie Frost, Marketing Manager, Dept. XAMR
135 West 50th Street, NY, NY 10020
(518) 891-0065

AMA
American Management Association
Helping America Work Through Better Management

☐ YES, please send me your free Sales & Marketing Course Catalog.
☐ Send more information on the following AMA courses:
  ☐ Strategic Use of Co-op Advertising ☐ How to Manage Your Advertising
  ☐ Marketing Communications ☐ Effective Marketing Through Trade Shows
  ☐ Consumer Promotions ☐ Basic Public Relations Skills

Name/Title
Company
Address
City/State/Zip
Telephone No.
(area code)

00500-02786 Printed in U.S.A.

Circle No. 107 on Reader Service Card

## SMALL IS BEAUTIFUL

While shipments of portable PCs will grow 42% in the 1985–90 period, those of briefcase-size units will more than double, according to a report, *The Market and Competitive Environment for Portable Computers,* by Frost & Sullivan, a New York City research firm. Actually, the report offers two different forecast scenarios: an optimistic one with 56.2% growth and an alternative one with 27.5%. The figures shown in the table below represent a midpoint of the two forecasts.

Noting that briefcase models "are still struggling with technology problems," the report predicts, "Once a viable alternative to the LCD screen is found, in terms of readability, battery power consumption, and price, sales should increase. Smaller lap-size models are basically word processing machines and as such have penetrated that market well, leaving little prospect for dramatic sales increases. Handhelds will be replaced by (high-end) lap-size units for reasons of computing power and larger keyboards. Transportables will continue their strong performance, although there will be an inevitable decline as smaller machines break the $1,500 mark."

The key market issues for portables, the report says, are display technology, memory capacity, interfacing with the IBM PC, compatibility with existing desktop systems, and pricing. Portables will always be price-sensitive because "they must utilize the most advanced technology to accomplish as much as desktop systems in a smaller package, and this state-of-the-art technology is the most expensive option, keeping portables at the top price range for their performance level."

The report agrees with the industry consensus that market growth has been slower than predicted. As a result, vendors are changing their selling strategies, shifting from the retail channel, where it is difficult to win shelf space against name brands, to value-added resellers (VARs) that cultivate niche markets. "Companies that do not have a retail presence are not trying as hard to gain one," the report says, "and companies that do have a retail presence are actively installing or augmenting their VAR programs." ☐

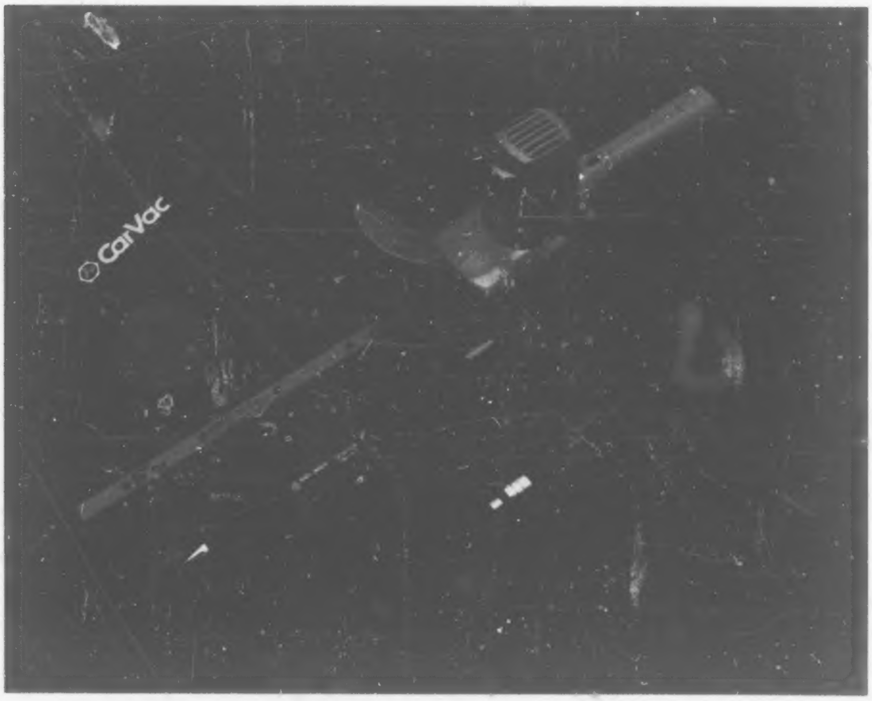
### PCs on the Go

| | UNIT SHIPMENTS (000) | | | MARKET SHARE | |
|---|---|---|---|---|---|
| **MARKET SEGMENT** | **1985** | **1990** | **% CHANGE** | **1985** | **1990** |
| **Hand-held** | 185 | 133 | − 28.1% | 14.6% | 7.4% |
| **Lap-size** | 140 | 231 | + 65.0 | 11.1 | 12.8 |
| **Briefcase-size** | 300 | 623 | +107.7 | 23.7 | 34.6 |
| **Transportables** | 641 | 811 | + 26.5 | 50.6 | 45.1 |
| **TOTAL** | 1,266 | 1,798 | + 42.0% | 100.0% | 100.0% |

Note: Details may not add to totals due to rounding.
Source: Frost & Sullivan, *The Market and Competitive Environment for Portable Computers* (#A1583)

*© Sales and Marketing Management*

WE TURN WORKERS INTO WORKAHOLICS.



Why offer incentives no one has ever heard of, when you could give products people will really *work* for?

From Black & Decker.

We've got dozens of highly-advertised items. At *all* price levels. Everything from inexpensive glue guns, to higher-priced professional-quality tools. Plus, of course, what you see here.

So, why not call Dick MacDonald at (301) 683-7115.

And find out how easy it is to afford some of America's most popular products.

From Black & Decker.

**BLACK&DECKER**®
IDEAS AT WORK.

Circle No. 131 on Reader Service Card

5/9/88 C1200-1

# SALES & MARKETING MANAGEMENT

APRIL 25, 1988 □ A BILL PUBLICATION □ THIRTY-FIVE DOLLARS

# 1988 SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER

## SECTION I: USER'S GUIDE

## SECTION II: 1987 U.S. TOTALS FOR 4-DIGIT INDUSTRIES

## SECTION III: 1987 STATE & COUNTY TOTALS

STATISTICAL REFERENCE INDEX011
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

A Bill Publication
Established 1918

# SALES & MARKETING MANAGEMENT

## 1988 SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER

APRIL 25, 1988

---

SECTION I

## USER'S GUIDE

7 **A USER'S GUIDE TO THE SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER**
Changes in this year's Survey include full coverage of service industries and a first-ever look at the government's new Standard Industrial Classification codes.

7 **DEFINING SHIPMENTS/RECEIPTS**
An explanation of how sales by SIC are calculated.

8 **THE NEW SIC CODES**
An overview of the recent changes in the government's Standard Industrial Classification system.

9 **THE 'TYPICAL' U.S. BUSINESS**
What was the typical U.S. business in 1987? Would you believe a St. Louis, MO, medical office with six employees?

**SURVEY HIGHLIGHTS**
10 Map: 1987 Manufacturing Employment by State
Map: 1987 Service Employment by State

12 The Top 25 Counties in Manufacturing Shipments and Service Receipts

15 A Profile of the Nation's 25 Largest Manufacturing and Service Industries

SECTION II

## U.S. TOTALS

18 **DEFINING THE DATA: A SAMPLE TABLE FOR U.S. TOTALS**
An explanation of the U.S. totals on establishments, employment, and shipments/receipts for over 700 4-digit SIC industries.

19 **1987 U.S. TOTALS FOR 4-DIGIT INDUSTRIES**
National totals for manufacturing and service industries.

SECTION III

## STATE & COUNTY TOTALS

27 **DEFINING THE DATA: A SAMPLE TABLE FOR STATE & COUNTY TOTALS**
Combined totals for manufacturing and services, as well as data on major 4-digit industries by county.

30 **1987 STATE & COUNTY TOTALS**
Establishment, shipments/receipts, and concentration ratios for all states and more than 2,000 U.S. counties.

ADVERTISEMENT/ADVERTISEMENT/ADVERTISEMENT/ADVERTISEMENT

# TRINET:

## THE SOURCE FOR SICBP

Each year, Trinet, Inc., supplies the business-to-business data incorporated in Sales & Marketing Management's *Survey of Industrial & Commercial Buying Power*. We provide these figures as a part of our year-round effort to keep track of U.S. business, maintaining files on nearly 7 million business locations. These reports contain important details like names, addresses, telephone numbers, SIC codes, employment levels, and corporate affiliations for every business customer and prospect. Simply put, our database offers the sales and marketing executive the most comprehensive resource available for up-to-date information on U.S. businesses.

If you need to increase sales and find new customers (and who doesn't?), we can supply data on your markets and can deliver it in virtually any configuration you need. Simply call 800-FOR-DATA for details and cost estimates for any of these formats:

- **Mailing and telemarketing lists:** Customized contact lists for any combination of SIC code, geography (city, county, state, zip code, etc.), employment, or other key variables.
- **Sales territory reports:** Specially-drawn selections of the best prospects in each of your sales territories for pennies per prospect, in compact, easy-to-use books or diskettes.
- **Lead cards:** Handy 3" x 5" cards containing data for each prospect.
- **Magnetic tape:** Complete information on each prospect in a database format, ready to use on your minicomputer or mainframe.
- **Diskettes:** Your own prospect database, selected by using your own special criteria, for access via your PC. (Note: the complete *Survey of Industrial & Commercial Buying Power* is also available on diskette.)
- **On-line:** Trinet data are also available through on-line networks maintained by DIALOG Information Services, Mead Data Central (NEXIS), Data Resources/McGraw-Hill (Estimarket), Control Data (X/Market), and MAID Systems.

One of the most important components of our service is the dedicated team of Trinet Applications Consultants who work with you on developing your marketing program. We will help you build a Marketing and Sales Information System, integrating your internal data with Trinet location records and information from other sources. We will then maintain it for you and assist you in utilizing this database to its greatest advantage.

To create and maintain our market information, we make nearly 1 million phone calls per month, collecting the key facts you need to start selling: names, addresses, phone numbers, line of business, and size indicators. The millions of calls we make will save you hundreds of hours on the phone or in the library gathering this information. By letting Trinet take care of your information gathering, you can spend more of your own valuable time doing what you do best: selling.

At Trinet, we believe the *Survey* to be the finest resource available for identifying potantial markets. But if you're looking to take that all important second step, Trinet can supply the critical prospect information you need to help you realize that potential. Why not call 800-FOR-DATA and give us a chance to work with you!

**SALES & MARKETING**
**MANAGEMENT**

**EDITOR:** A.J. Vogl

**EDITORIAL DIRECTOR:** Richard Kern
**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-984-2449

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 6 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power*, *Survey of Buying Power—Part II*, *Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

ABP ABC MPA

SECTION I

# USER'S GUIDE

# A USER'S GUIDE TO THE SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER

## Changes in this year's Survey include full coverage of service industries and a first-ever look at the government's new Standard Industrial Classification codes.

BY CHARLES W. STRYKER
PRESIDENT, TRINET, INC.

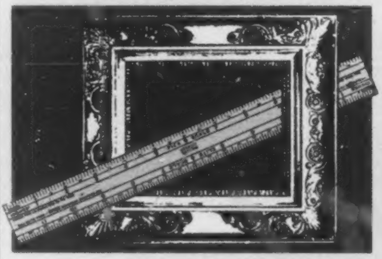
The *1988 Survey of Industrial & Commercial Buying Power* contains a number of new features this year, all designed to improve the usefulness of this issue to business-to-business marketers. Some highlights:

- Expansion of U.S. and county-level data to reflect the nearly 7 million businesses in the new **Trinet Data Base of U.S. Business Information**, the source of the *Survey*'s statistical tables.
- The inclusion of a full spectrum of non-manufacturing data covering services, transportation, utilities, communications, finance, and insurance—in addition to our regular in-depth coverage of manufacturing industries.
- The debut of the government's new SIC (Standard Industrial Classification) codes, making this year's *Survey* the first and only source of detailed statistics that conform to the new definitions.

As a result of these changes, the *Survey of Industrial & Commercial Buying Power* now becomes the most comprehensive source of business-to-business data available, providing a level of statistical detail unmatched by previous issues. For the first time, the 6½ million U.S. businesses with fewer than 20 employees are included in the *Survey*'s listings, a fact that should be of particular interest to marketers searching for ways to make inroads into the small business market, particularly since such businesses account for over half of all jobs and a large percentage of the nation's recent economic growth.

As marketers well know, competition today is tougher than ever. Uncov-

## Defining Shipments/Receipts



Determining the sales of a company or industry would seem to be a fairly straightforward task. All we're really looking for is how much money was put in the till, right? Well, yes and no. In reality, estimating shipment or receipt totals is often more an art than a science, due primarily to the following two factors: First, over 90% of all U.S. businesses are private companies, which have absolutely no obligation to reveal their revenue figures to anyone but the IRS; and second, the term "sales" means different things to different industries, with manufacturers, financial institutions, and service-related companies all calculating their dollar totals in different ways.

For this survey, employment and shipments/receipts figures are used to measure the relative buying power of different industries and geographic areas. In most cases, sales figures are derived by multiplying industry averages of sales-per-employee times that industry's total employment. For example, if the government reports that "Industry X" has $10 billion in total revenues and 100,000 employees, then the average revenue is $100,000 per employee. Therefore, if we know that "County Y" has 2,000 employees in "Industry X," then the revenues for that industry in "County Y" would be estimated at $200 million.

For some industries, a different method is used to calculate sales. In religious organizations (SIC 8661), for example, the term "sales" has no real meaning. But by utilizing statistics on church budgets and outlays, and assuming that income equals outflow, we can then estimate the "sales" of religious organizations. Once these estimates have been made, Trinet verifies its figures by phone, logging nearly 10 million calls each year to plant locations and businesses throughout the U.S. In addition, cross checks of shipments/receipts figures are made against other published sources, such as the government's *County Business Patterns* series, annual reports, and corporate financial statements.

# The New SIC Codes

The recent revisions in the Standard Industrial Classification (SIC) system have resulted in the consolidation of certain industries through mergers with other categories and the creation of a number of new codes created by restructuring existing industry groups.

The SIC system itself was developed by the federal government as a way of classifying industrial activity, allowing for the collection and dissemination of data according to a uniform set of 2-, 3-, and 4-digit codes. Within this system, each major area of industrial activity is first assigned a range of 2-digit codes, referred to as **Major Groups**. For example, SIC 20 is classified as *Food and kindred products*, a Major Group that is in turn subdivided into a number of 3-digit **Industry Groups**, such as SIC 202—*Dairy products*. At the next level of detail, 4-digit **Specific Industries** are identified, like SIC 2024—*Ice cream & frozen desserts* and SIC 2026—*Fluid milk*.

In both the U.S. totals in Section II and the state and county totals in Section III, the *Survey of Industrial & Commercial Buying Power* utilizes the 4-digit level of detail, since these classifications are the ones most often used by marketers. For a more detailed explanation of the data contained in these listings, readers should refer to the sample tables at the beginning of each section.

### COMPUTERS

The most significant change resulting from the recent reorganization of the SIC system concerns codes in the computer and computer peripherals industries, which have been expanded to a total of 16 4-digit classifications. Computer manufacturing, previously included under the single SIC 3573 (Electronic computing equipment), will now be separated into five new industries:

- Computers - 3571
- Computer storage devices - 3572
- Computer terminals - 3575
- Computer peripheral equip. - 3577
- Recording media - 3695

Other computer-related changes include the creation of the following service-industry codes:

- Custom computer programming services - 7371
- Prepackaged computer software - 7372
- Computer integrated systems design - 7373
- Computer processing & data preparation services - 7374
- Electronic information retrieval services - 7375
- Computer facilities management services - 7376
- Computer rental & leasing - 7377
- Computer maintenance & repair - 7378
- Computer-related services - 7379

### SERVICES

The 1987 revisions also improved the level of detail for service industries, an area that in the past suffered from a lack of in-depth coverage. A new 2-digit Major Group (87) has been created for selected professional and technical services. Management, consulting & public relations (formerly SIC 7392) has been divided into the following five categories:

- Management services - 8741
- Management consulting services - 8742
- Public relations services - 8743
- Commercial, economic, sociological & educational research - 8732
- Business consulting services - 8748

Other notable changes include the addition of the following 4-digit SICs that represent high-growth service industries:

- Physical fitness facilities - 7991
- Tax return preparation services - 7291
- Video tape rental - 7841
- Photocopying & duplicating services - 7334
- Home health care agencies - 8082
- Security systems services - 7382

### MANUFACTURING

The plastics manufacturing industry has also been affected by the new definitions, with Miscellaneous plastics products (formerly SIC 3079) divided into 10 separate 4-digit classifications:

- Unsupported sheet & film - 3081
- Unsupported profile shapes - 3082
- Laminated plate & sheets - 3083
- Pipe - 3084
- Bottles - 3085
- Plastic foam products - 3086
- Custom compounding of purchased resins - 3087
- Plumbing fixtures - 3088
- Plumbing fixture fittings - 3432
- Plastic products, not elsewhere classified - 3089

The SIC revisions also affect various industries that are stagnant or declining, with certain codes combined with other groups since they no longer meet the "economic significance" criteria for continued recognition as a separate industry. Major Groups 11 (Anthracite mining) and 66 (Combinations of real estate, insurance, loans & law offices) have been deleted, since all of their 4-digit industries have moved into other categories.

In addition, basic changes have been made in the structure and detail of Banking & other credit agencies (Major Groups 60 & 61) to specifically recognize changes in depository regulations. For example, National banks, federal reserve (6025), National banks, not federal reserve, FDIC (6026), and National banks, not FDIC (6027) have been condensed into SIC 6021 (National banks).

Though these examples of SIC revisions reflect only a small portion of all changes, it's obvious that the reorganization of the system will help to more clearly define and identify new industries, while eliminating those codes that are no longer relevant in today's radically different economic environment. For a more detailed explanation of these revisions, readers should contact Trinet, Inc. (201-267-3600) and request a copy of their pamphlet entitled *Trinet and the 1987 SIC Revision.*

ering the best markets for your products is a sophisticated and time-consuming business. For some, large companies with hefty buying power may bring a higher dollar volume, but this often involves a lower price, with concessions being made for inventory, credit terms, and other margin-shrinkers. Small companies, on the other hand, experience less competition for your business, but the smaller account size can sometimes make selling these prospects unprofitable.

How can you put the *Survey*'s numbers to work for you? Let's say you want to target smaller companies. Personal sales calls on thousands of small business prospects are most likely going to be too expensive. What you really need to do is cull out the buyers, sell them, and deliver the product in the most cost-effective way possible. To do this, you'll probably need to test several different approaches to find the one that works best for you—direct mail, telemarketing, advertising, third-party distribution, joint marketing, and even retailing. Your markets could include any of the 10,000 combinations of industry, company size, and geography listed in the *Survey*.

Perhaps the best way to start is by following the simple four-step process outlined below, looking first at your two best and two worst territories. Here, the *Survey* can serve both as a "report card" on your current sales efforts and as a planning tool that can help you decide where to open a new office, attack a new market, or launch a new product.

**1. Identify Potential:** Using the list of 4-digit industries in Section II, rate each relevant SIC as either A: *Known or high-probability buyers*; B: *Potential buyers*; or C: *Low-priority or unlikely buyers*.

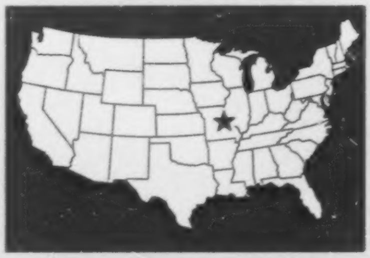
**2. Quantify Potential:** Next, turn to the state and county listings in Section III. Here, each 4-digit SIC with an aggregate total of more than 2,000 employees will be listed. Tally up the number of total and large establishments and their shipments/receipts figures (roughly equal to total sales). For the industries you cover, use a simple rule of thumb based on your experience to estimate potential for your particular product or service—for example, $100 per small business and $1,000 per large business, or 0.5% of total shipments/receipts.

**3. Compare:** Compare this potential to your actual sales for several different territories. You may discover that the reason your top salesperson beats his quota every year is that he has five times the potential of your other territories. On the other hand, you might find that the distributor you were thinking of dropping has actually sold a higher percentage of his potential than any other.

**4. Focus on Potential:** Concentrate your sales and marketing efforts in those geographic areas or industries with unrealized potential. If you discover that you have a large potential in small businesses, you may want to initiate a direct mail or telemarketing campaign to get started.

Naturally, a much more sophisticated and detailed analysis is possible, but using this very basic approach can yield important results quickly. You may find that the increased size and scope of the small business and service industries listed warrant a closer look at certain markets. You might find a large disparity between the potential indicated by the *Survey* and your actual sales. Or you may even uncover large markets in territories not currently a part of your marketing plan. However you use it, the *Survey of Industrial & Commercial Buying Power* is a valuable resource for the business-to-business marketer, one that we will continue to make more useful to our readers wherever and whenever we can. □

## The "Typical" U.S. Business



As we compiled this year's *Survey*, we wondered: What would the profile of the typical U.S. business look like? To arrive at the answer, Trinet—the company that prepares the business-to-business data contained in the *SICBP*—examined the median employment levels of all U.S. establishments, charted the most frequently occurring industries, and located the geographic center of business activity.

What we found is that the typical U.S. business in 1987 was a medical office with six employees, located in the suburbs outside of St. Louis, MO.

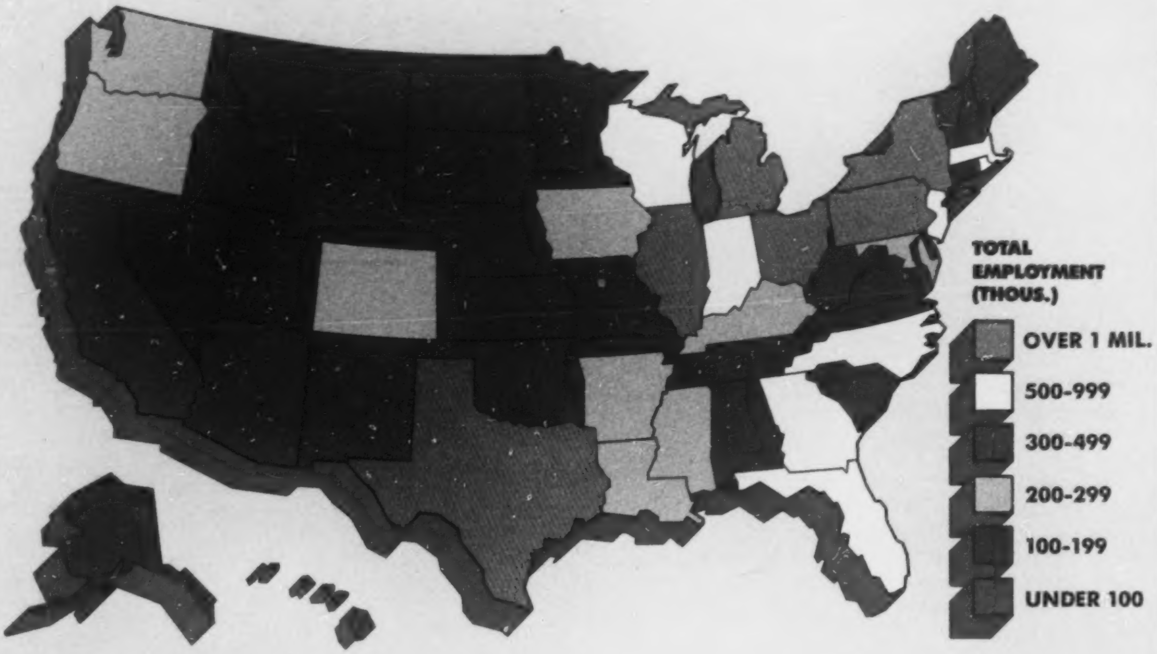
To some, it may come as a surprise that the typical U.S. business is a medical office rather than a manufacturing establishment, but with some 7 million employees, the health services industry has become the nation's biggest employer—providing twice as many jobs as the next largest industry. The inexorable aging of the U.S. population, coupled with increasing concerns for personal health, are also major contributing factors here, and expectations are that the growth of medical services will continue to outpace that of the rest of the nation's economy well into the next century.

As for employment, in a nation with gigantic corporations like IBM, General Motors, and AT&T, it might seem odd that the typical U.S. business has only six employees. But in spite of the presence of such huge conglomerates, we are still primarily a nation of small businesses. According to the numbers, there are nearly 5 million U.S. companies with fewer than 10 employees, and millions of additional part-time, moonlighting, and work-at-home businesses—all of them quite small. It's this dynamic small business climate—with its high level of employment growth—that accounts for much of the vitality of the nation's economy.

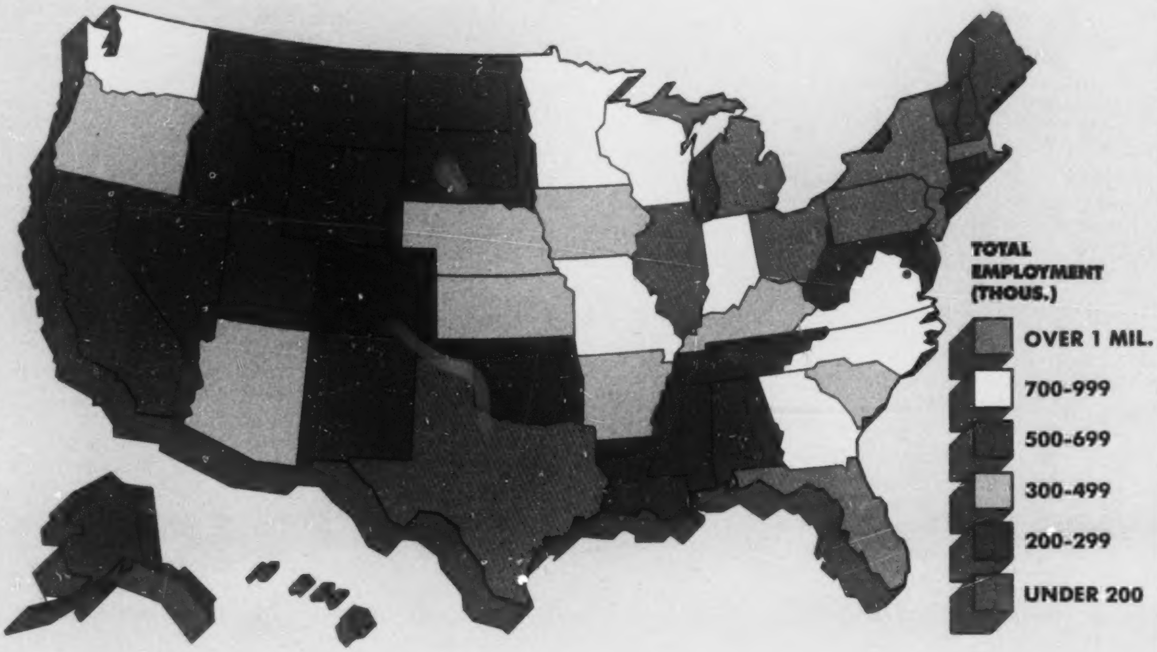
In terms of location, the choice of St. Louis is directly tied to the fact that the population center of the U.S. has been moving steadily westward for the last 200 years. However, strong business performance in the Northeast, greater stability in the Midwest, and recent declines in energy-related businesses in the South and West have at least temporarily halted this westward movement.

SURVEY HIGHLIGHT

## 1987 Manufacturing Employment by State


TOTAL EMPLOYMENT (THOUS.)
OVER 1 MIL.
500-999
300-499
200-299
100-199
UNDER 100

## 1987 Service Employment by State


TOTAL EMPLOYMENT (THOUS.)
OVER 1 MIL.
700-999
500-699
300-499
200-299
UNDER 200

SOURCE: TRINET, INC./SALES & MARKETING MANAGEMENT 1988 SURVEY OF INDUSTRIAL & COMMERCIAL BUYING POWER.

## Top 25 Counties in Manufacturing Shipments . . .

| Rank | County/State | Total Manufacturing Shipments ($ Mil.) |
|---|---|---|
| 1. | Los Angeles, CA | $83,294.7 |
| 2. | Cook, IL | 65,687.0 |
| 3. | Wayne, MI | 40,460.0 |
| 4. | Harris, TX | 28,588.4 |
| 5. | Santa Clara, CA | 24,427.4 |
| 6. | New York, NY | 23,782.9 |
| 7. | Orange, CA | 23,740.3 |
| 8. | Oakland, MI | 23,024.4 |
| 9. | Dallas, TX | 21,705.3 |
| 10. | Middlesex, MA | 21,200.2 |
| 11. | Cuyahoga, OH | 20,149.2 |
| 12. | Hamilton, OH | 17,434.5 |
| 13. | King, WA | 16,278.2 |
| 14. | Jefferson, KY | 15,733.9 |
| 15. | Philadelphia, PA | 15,596.8 |
| 16. | Milwaukee, WI | 15,587.8 |
| 17. | St. Louis City, MO | 15,210.7 |
| 18. | Middlesex, NJ | 14,861.9 |
| 19. | Maricopa, AZ | 13,743.2 |
| 20. | Ingham, MI | 13,715.9 |
| 21. | Nassau, NY | 13,021.2 |
| 22. | Macomb, MI | 12,763.1 |
| 23. | Bergen, NJ | 12,276.7 |
| 24. | Genesee, MI | 12,235.4 |
| 25. | Hennepin, MN | 11,926.2 |

## . . . and Service Receipts

| Rank | County/State | Total Service Receipts ($ Mil.) |
|---|---|---|
| 1. | New York, NY | $300,204.7 |
| 2. | Los Angeles, CA | 143,896.2 |
| 3. | Cook, IL | 135,874.1 |
| 4. | Harris, TX | 62,364.8 |
| 5. | Dallas, TX | 48,807.5 |
| 6. | San Francisco, CA | 42,318.6 |
| 7. | Philadelphia, PA | 40,507.7 |
| 8. | Suffolk, MA | 38,562.5 |
| 9. | Washington, DC | 38,272.3 |
| 10. | Hartford, CT | 37,436.7 |
| 11. | Hennepin, MN | 34,712.7 |
| 12. | Dade, FL | 33,836.7 |
| 13. | Westchester, NY | 32,706.5 |
| 14. | Orange, CA | 31,129.3 |
| 15. | Wayne, MI | 30,361.1 |
| 16. | St. Louis City, MO | 29,902.8 |
| 17. | King, WA | 28,318.7 |
| 18. | Fulton, GA | 26,409.6 |
| 19. | Essex, NJ | 26,378.8 |
| 20. | Cuyahoga, OH | 25,790.0 |
| 21. | Maricopa, AZ | 25,643.2 |
| 22. | Baltimore City, MD | 25,244.2 |
| 23. | Nassau, NY | 25,110.3 |
| 24. | Allegheny, PA | 23,832.3 |
| 25. | San Diego, CA | 23,311.0 |

SOURCE: Sales & Marketing Management *1988 Survey of Industrial & Commercial Buying Power.*

**TOYOTA QUALITY**
Fleet satisfaction begins with availability: a full line of quality cars, trucks and vans. We'll help you put together the fleet that works best for you—then cover you with the warranty and service that meets all your needs. Over 1000 Toyota Dealers nationwide are ready to answer your call. For personalized information, contact the Toyota Regional Fleet Manager nearest you.

**NATIONAL FLEET DEPARTMENT**
Toyota Motor Sales U.S.A. Inc.
Don Esmond
(213) 618-4591

**BOSTON REGIONAL OFFICE**
J.D. Tibbetts
(617) 339-5701

**CHICAGO REGIONAL OFFICE**
Bob Carter
(312) 260-6210

**CINCINNATI REGIONAL OFFICE**
Dave Stachel
(513) 745-7500

**DENVER REGIONAL OFFICE**
Kurt Palisi
(303) 799-6776

**GULF STATES TOYOTA, INC.**
J.D. MacArthur
(713) 744-3300

**KANSAS CITY REGIONAL OFFICE**
Rick Wilson
(816) 891-1000

**LOS ANGELES REGIONAL OFFICE**
Ted Lee
(714) 843-8123

**MID-ATLANTIC TOYOTA DISTRIBUTORS, INC.**
Jim Thompson
(301) 760-1500

**NEW YORK REGIONAL OFFICE**
Gary McGrill
(201) 575-7600

**PORTLAND REGIONAL OFFICE**
Mark Wankel
(503) 255-6440

**SAN FRANCISCO REGIONAL OFFICE**
Bob Neis
(415) 836-8300

**SOUTHEAST TOYOTA DISTRIBUTORS, INC.**
Ted Pass
(305) 429-2000

Marriott.
AIRPORT HOTELS

Atlanta Airport Marriott
(404) 766-7900
Charleston, S.C. Charleston Marriott
(803) 747-1900
Chicago O'Hare Marriott
(312) 693-4444
Dallas Fort Worth Airport Marriott
(214) 929-8800
El Paso, Texas El Paso Marriott
(915) 779-3300
Greensboro, N.C.
Greensboro/High Point Marriott
(919) 852-6450
Houston Airport Marriott
(713) 443-2310
Irvine, California Irvine Marriott
(714) 553-0100
Kansas City Airport Marriott
(816) 464-2200
Los Angeles Airport Marriott
(213) 641-5700
Miami Airport Marriott
(305) 649-5000
Minneapolis Marriott Bloomington
(612) 854-7441
Nashville Marriott
(615) 889-9300
Newark Airport Marriott
(201) 623-0006
New York LaGuardia Marriott
(718) 565-8900
Orlando Airport Marriott
(305) 851-9000
Philadelphia Airport Marriott
(215) 365-4150
Pittsburgh Airport Marriott
(412) 788-8800
Roanoke, Virginia Roanoke Airport Marriott
(703) 563-9300
St. Louis Airport Marriott
(314) 423-9700
San Francisco Airport Marriott
(415) 692-9100
Seattle Marriott Sea-Tac Airport
(206) 241-2000
Tampa Airport Marriott
(813) 879-5151
Tampa Marriott Westshore
(813) 876-9611
Washington, D.C. Crystal City Marriott
(703) 521-5500
Washington, D.C. Crystal Gateway Marriott
(703) 920-3230
Washington, D.C. Twin Bridges Marriott
(202) 628-4200
Washington, D.C.
Washington Dulles Airport Marriott
(703) 471-9500

## A Profile of the 25 Largest Manufacturing . . .

| Rank | SIC | Industry | 1987 Shipments/Receipts ($ Mil.) |
|---|---|---|---|
| 1. | 2911 | Petroleum refining | $94,055.3 |
| 2. | 3711 | Motor vehicles & car bodies | 92,679.8 |
| 3. | 3714 | Motor vehicle parts & accessories | 59,757.3 |
| 4. | 2011 | Meat packing plants | 48,892.7 |
| 5. | 3721 | Aircraft | 39,560.3 |
| 6. | 3089 | Plastics products, n.e.c.* | 32,576.8 |
| 7. | 3577 | Computer peripheral equip., n.e.c. | 28,476.1 |
| 8. | 2711 | Newspapers | 27,901.2 |
| 9. | 2834 | Pharmaceutical preparations | 27,6[illegible]7.3 |
| 10. | 3312 | Blast furnaces & steel mills | 27,418.4 |
| 11. | 2869 | Industrial organic chemicals, n.e.c. | 25,191.2 |
| 12. | 2621 | Paper mills | 22,973.9 |
| 13. | 3661 | Telepnone & telegraph apparatus | 22,503.5 |
| 14. | 2821 | Plastics materials & resins | 22,257.4 |
| 15. | 2752 | Commercial printing, lithographic | 22,096.6 |
| 16. | 2086 | Bottled & canned soft drinks | 21,730.4 |
| 17. | 3585 | Refrigeration & heating equip. | 21,097.5 |
| 18. | 3679 | Electronic components, n.e.c. | 20,665.5 |
| 19. | 2111 | Cigarettes | 20,455.9 |
| 20. | 2051 | Bread, cake & related products | 19,243.0 |
| 21. | 3571 | Electronic computers | 19,133.1 |
| 22. | 3599 | Industrial machinery, n.e.c. | 19,086.0 |
| 23. | 2026 | Fluid milk | 18,544.1 |
| 24. | 3699 | Electrical equip. & supplies, n.e.c. | 18,465.7 |
| 25. | 3441 | Fabricated structural metals | 17,987.5 |

## . . . and Service Industries

| Rank | SIC | Industry | 1987 Shipments/Receipts ($ Mil.) |
|---|---|---|---|
| 1. | 8062 | General medical & surgical hospitals | $212,021.2 |
| 2. | 4911 | Electrical services | 145,611.1 |
| 3. | 6321 | Accident & health insurance | 139,426.0 |
| 4. | 6211 | Security brokers & dealers | 132,426.6 |
| 5. | 6311 | Life insurance | 119,012.0 |
| 6. | 6021 | National commercial banks | 118,807.1 |
| 7. | 6036 | Savings institutions, except federal | 105,674.2 |
| 8. | 4813 | Telephone communications, except radio | 99,130.8 |
| 9. | 6531 | Real estate agents & managers | 88,518.2 |
| 10. | 6411 | Insurance agents, brokers & services | 87,321.7 |
| 11. | 6331 | Fire, marine & cas[illegible]ty insurance | 84,027.8 |
| 12. | 6022 | State commercial banks | 83,098.2 |
| 13. | 6221 | Commodity contracts brokers & dealers | 77,559.5 |
| 14. | 8011 | Offices & clinics of medical doctors | 67,362.5 |
| 15. | 8211 | Elementary & secondary schools | 62,358.6 |
| 16. | 8111 | Legal services | 60,972.0 |
| 17. | 4213 | Trucking, except local | 59,828.3 |
| 18. | 8661 | Religious organizations | 54,010.1 |
| 19. | 4212 | Local trucking, except storage | 48,468.1 |
| 20. | 8221 | Colleges & universities | 46,794.1 |
| 21. | 7011 | Hotels & motels | 46,234.3 |
| 22. | 7311 | Advertising agencies | 43,704.3 |
| 23. | 4922 | Natural gas transmission | 42,227.7 |
| 24. | 6141 | Personal credit institutions | 41,624.6 |
| 25. | 6035 | Federal savings institutions | 41,321.7 |

**Notes:** Manufacturing industries are defined as those in SIC (Standard Industrial Classification) groups 20-39, while Service industries are comprised of the following SIC categories: 40-49 (transportation, communications & public utilities), 60-69 (finance, insurance & real estate), and 70-89 (services). Comparisons between rankings in this year's *Survey* and those in previous years will show a number of different 4-digit SIC codes, due to the recent reorganization of the government's classification system and the subsequent changes instituted by Trinet and S&MM. For a more in-depth explanation of the new SIC codes, see the "User's Guide to the Survey of Industrial & Commercial Buying Power" in Section I.
*—n.e.c. - not elsewhere classified.

SOURCE: Sales & Marketing Management 1988 Survey of Industrial & Commercial Buying Power

# DEFINING THE DATA: A SAMPLE TABLE FOR U.S. TOTALS

An explanation of the U.S. totals on establishments, employment, and shipments/receipts for over 700 4-digit SIC industries.

**A B C D E F**

1987 S&MM Estimate

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| **SIC 20** | **Food** | | | | | |
| 2011 | Meat-packing plants | 1,641 | 303 | 150,129 | 48,892.7 | 83 |
| 2013 | Sausages & other prepared meats | 1,168 | 205 | 86,299 | 16,691.3 | 75 |
| 2015 | Poultry slaughtering & processing | 557 | 311 | 131,687 | 11,282.8 | 95 |

**A.** The 2-digit and 4-digit Standard Industrial Classification (SIC) codes listed here conform to the recent revisions in the SIC system that took effect January 1, 1987. Briefly, the SIC system was developed by the federal government to facilitate the collection and dissemination of data pertaining to all business and industry activity in the U.S. The 2-digit level of detail, referred to as **Major Groups**, describes general manufacturing (Major Groups 20 through 39) and non-manufacturing categories: SICs 40-49 (transportation, communications & public utilities); 60-67 (finance, insurance & real estate); and 70-89 (services). The 4-digit SIC codes, listed here along with their government definitions, describe the various types of industrial activity related to each Major Group and are referred to as **Specific Industries**.

**B.** The **Total Establishments** figure listed here shows the number of all establishments in the U.S. for a particular 4-digit industry.

**C.** **Large Establishments** are defined as those with 100 or more employees and usually denote the number of key prospects in a specific industry, since larger plants account for a greater share of virtually all 4-digit activity (as evidenced by the "% in Large Estab." figure in column **F**).

**D.** The **Employment** figure shows total U.S. employment in all establishments for each 4-digit industry.

**E.** The **Shipments/Receipts** figure shows the dollar value of all goods produced or services rendered. Shipments is the term commonly used by manufacturing industries, while receipts pertain to non-manufacturing and service industries.

**F.** The portion of a 4-digit industry's business volume accounted for by large establishments is listed under the **% in Large Establishments** column. ☐

1987 S&MM Estimate

# MANUFACTURING

## SIC 20 Food

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2011 | Meat-packing plants | 1,641 | 303 | 150,129 | 48,892.7 | 83 |
| 2013 | Sausages & other prepared meats | 1,168 | 205 | 86,299 | 16,691.3 | 75 |
| 2015 | Poultry slaughtering & processing | 557 | 31[illegible] | 131,687 | 11,282.8 | 95 |
| 2021 | Creamery butter | 95 | 12 | 5,203 | 3,817.9 | 44 |
| 2022 | Natural & processed cheese | 531 | 86 | 34,601 | 9,005.7 | 63 |
| 2023 | Dry, condensed, etc. dairy products | 157 | 33 | 1[illegible],106 | 4,804.0 | 57 |
| 2024 | Ice cream & frozen desserts | 459 | 79 | 30,76[illegible] | 5,724.0 | 62 |
| 2026 | Fluid milk | 888 | 299 | 83,605 | 18,544.1 | 68 |
| 2032 | Canned food specialties | 158 | 49 | 26,912 | 5,156.5 | 91 |
| 2033 | Canned fruits & vegetables | 637 | 269 | 100,60[illegible] | 13,368.2 | 88 |
| 2034 | Dehydrated fruits, vegetables, & soups | 143 | 44 | 16,[illegible]73 | 2,391.1 | 89 |
| 2035 | Pickles, sauces, & salad dressings | 327 | 74 | 25,090 | 5,819.4 | 72 |
| 2037 | Frozen fruits & vegetables | 244 | 127 | 53,596 | 7,650.8 | 92 |
| 2038 | Frozen food specialties n.e.c. | 253 | 63 | 31,660 | 4,259.7 | 85 |
| 2041 | Flour & other grain-mill products | 325 | 5[illegible] | 23,080 | 4,959.2 | 55 |
| 2043 | Cereal breakfast foods | 51 | [illegible]5 | 19,442 | 5,624.7 | 96 |
| 2044 | Rice milling | 46 | 16 | 5,161 | 1,039.1 | 71 |
| 2045 | Prepared flour mixes & doughs | 99 | 28 | 8,457 | 2,442.5 | 80 |
| 2046 | Wet corn milling | 72 | 30 | 14,647 | 5,524.1 | 86 |
| 2047 | Dog & cat food | 148 | 44 | 17,629 | 4,212.2 | 77 |
| 2048 | Prepared feeds n.e.c. | 1,471 | 82 | 52,794 | 14,185.7 | 31 |
| 2051 | Bread, cake, & related products | 3,451 | 487 | 196,979 | 19,243.0 | 71 |
| 2052 | Cookies & crackers | 246 | 85 | 40,763 | 6,695.9 | 90 |
| 2053 | Frozen bakery products, except bread | 24 | 12 | 3,440 | 532.9 | 83 |
| 2061 | Raw cane sugar | 68 | 39 | 16,902 | 2,382.0 | 96 |
| 2062 | Cane-sugar refining | 37 | 21 | 10,283 | 3,417.8 | 92 |
| 2063 | Beet sugar | 45 | 31 | 8,484 | 1,174.7 | 94 |
| 2064 | Candy & other confectionery products | 611 | 96 | 48,352 | 6,050.4 | 80 |
| 2066 | Chocolate & cocoa products | 139 | 42 | 15,364 | 2,464.0 | 75 |
| 2067 | Chewing gum | 15 | 10 | 4,356 | 712.7 | 95 |
| 2068 | Salted & roasted nuts & seeds | 73 | 25 | 10,646 | 1,349.9 | 73 |
| 2074 | Cottonseed-oil mills | 58 | 13 | 4,182 | 672.4 | 49 |
| 2075 | Soybean-oil mills | 84 | 20 | 5,537 | 6,784.7 | 48 |
| 2076 | Vegetable-oil mills n.e.c. | 26 | 7 | 1,924 | 659.9 | 54 |
| 2077 | Animal & marine fats & oils | 574 | 26 | 17,193 | 1,939.8 | 25 |
| 2079 | Edible fats & oils n.e.c. | 107 | 37 | 14,775 | 6,314.0 | 89 |
| 2082 | Malt beverages | 90 | 53 | 44,739 | 11,082.3 | 98 |
| 2083 | Malt | 27 | 8 | 1,864 | 510.6 | 54 |
| 2084 | Wines, brandy, & brandy spirits | 712 | 28 | 20,224 | 4,409.4 | 43 |
| 2085 | Distilled & blended liquors | 111 | 41 | 24,240 | 9,756.9 | 92 |
| 2086 | Bottled & canned soft drinks | 2,036 | 357 | 129,842 | 21,730.4 | 60 |
| 2087 | Flavoring extracts & syrups n.e.c. | 259 | 34 | 13,745 | 4,428.3 | 51 |
| 2091 | Canned & cured fish & seafoods | 167 | 45 | 12,250 | 1,141.3 | 65 |
| 2092 | Fresh or frozen prepared fish | 421 | 69 | 27,721 | 2,653.9 | 60 |
| 2095 | Roasted coffee | 177 | 44 | 17,688 | 7,570.5 | 70 |
| 2096 | Potato chips & similar snacks | 165 | 81 | 31,892 | 5,125.7 | 89 |
| 2097 | Manufactured ice | 440 | 7 | 7,621 | 411.4 | 14 |
| 2098 | Macaroni & spaghetti | 152 | 33 | 9,995 | 1,520.2 | 83 |
| 2099 | Food preparations n.e.c. | 748 | 136 | 49,756 | 8,731.2 | 71 |

## SIC 21 Tobacco

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2111 | Cigarettes | [illegible]70 | 32 | 56,607 | 20,455.9 | 99 |
| 2121 | Cigars | 51 | 19 | 5,280 | 310.7 | 85 |
| 2131 | Chewing & smoking tobacco & snuff | 27 | 12 | 3,057 | 787.8 | 85 |
| 2141 | Tobacco stemming & redrying | 55 | 35 | 11,851 | 3,168.9 | 91 |

## SIC 22 Textile-mill products

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2211 | Cotton-weaving mills | 477 | 209 | 126,477 | 5,751.3 | 96 |
| 2221 | Synthetics- & silk-weaving mills | 405 | 171 | 83,400 | 6,393.9 | 91 |
| 2231 | Wool-fabric weaving & finishing mills | 156 | 65 | 29,161 | 1,640.4 | 90 |
| 2241 | Narrow-fabric weaving & braiding mills | 332 | 90 | 27,669 | 1,145.3 | 76 |
| 2251 | Women's hosiery, except socks | 156 | 61 | 29,062 | 1,388.8 | 93 |
| 2252 | Hosiery n.e.c. | 304 | 99 | 32,50[illegible] | 1,377.3 | 80 |
| 2253 | Knit-outerwear mills | 690 | 174 | 61,088 | 3,189.5 | 79 |
| 2254 | Knit-underwear mills | 71 | 46 | 28,688 | 991.7 | 95 |
| 2257 | Weft-knit-fabric mills | 154 | 41 | 14,656 | 1,302.8 | 75 |
| 2258 | Lace & warp-knit-fabric mills | 139 | 50 | 17,674 | 652.0 | 84 |
| 2259 | Knitting mills n.e.c. | 41 | 7 | 2,688 | 116.8 | 62 |
| 2261 | Cotton-finishing plants | 563 | 90 | 49,570 | 1,839.0 | 87 |
| 2262 | Synthetics- & silk-finishing plants | 212 | 51 | 21,054 | 3,008.6 | 81 |
| 2269 | Textile-finishing plants n.e.c. | 141 | 44 | 13,000 | 895.4 | 79 |
| 2273 | Carpets & rugs | 329 | 113 | 49,275 | 3,840.7 | 88 |
| 2281 | Yarn-spinning mills | 418 | 262 | 85,557 | 5,321.1 | 94 |
| 2282 | Yarn-throwing & -winding mills | 88 | 46 | 16,019 | 2,262.9 | 90 |
| 2284 | Thread mills | 66 | 35 | 9,988 | 690.6 | 92 |
| 2295 | Coated fabrics, not rubberized | 148 | 34 | 12,720 | 1,566.8 | 74 |
| 2296 | Tire cord & fabrics | 19 | 15 | 8,691 | 1,735.3 | 98 |
| 2297 | Nonwoven fabrics | 40 | 19 | 6,438 | 579.1 | 87 |
| 2298 | Cordage & twine | 135 | 30 | 10,499 | 557.5 | 71 |
| 2299 | Textile goods n.e.c. | 355 | 89 | 28,822 | 2,352.1 | 67 |

## SIC 23 Apparel

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2311 | Men's & boys' suits & coats | 574 | 164 | 65,668 | 3,971.5 | 87 |
| 2321 | Men's & boys' shirts | 539 | 210 | 65,328 | 2,657.8 | 87 |
| 2322 | Men's & boys' underwear & nightwear | 74 | 47 | 18,337 | 703.8 | 93 |
| 2323 | Men's & boys' neckwear | 164 | 24 | 8,260 | 331.0 | 59 |
| 2325 | Men's & boys' trousers & slacks | 472 | 310 | 96,405 | 3,867.6 | 94 |
| 2326 | Men's & boys' work clothing | 242 | 116 | 35,051 | 1,638.6 | 91 |
| 2329 | Men's & boys' clothing n.e.c. | 870 | 211 | 63,154 | 1,888.9 | 75 |
| 2331 | Women's & misses' blouses & shirts | 1,101 | 213 | 72,909 | 4,680.5 | 67 |
| 2335 | Women's & misses' dresses | 1,667 | 216 | 82,639 | 4,275.7 | 56 |
| 2337 | Women's & misses' suits & coats | 707 | 106 | 37,638 | 3,138.5 | 54 |
| 2339 | Women's & misses' outerwear n.e.c. | 1,631 | 285 | 106,635 | 3,289.4 | 72 |
| 2341 | Women's & children's underwear | 505 | 209 | 64,982 | 2,653.8 | 87 |
| 2342 | Brassieres, girdles, & allied garments | 128 | 55 | 16,992 | 951.2 | 90 |
| 2353 | Hats, caps, & millinery | 283 | 53 | 16,146 | 550.6 | 65 |
| 2361 | Girls' & children's dresses & blouses | 360 | 85 | 24,337 | 1,065.3 | 69 |
| 2369 | Girls' & children's outerwear n.e.c. | 353 | 120 | 39,624 | 1,479.0 | 83 |
| 2371 | Fur goods | 306 | 3 | 5,080 | 670.5 | 8 |
| 2381 | Fabric dress & work gloves | 132 | 39 | 11,566 | 396.8 | 71 |
| 2384 | Robes & dressing gowns | 117 | 33 | 9,042 | 395.6 | 74 |
| 2385 | Waterproof outerwear | 103 | 26 | 8,990 | 385.5 | 73 |
| 2386 | Leather- & sheep-lined clothing | 115 | 10 | 3,902 | 286.0 | 51 |
| 2387 | Apparel belts | 163 | 26 | 8,535 | 428.4 | 59 |
| 2389 | Apparel & accessories n.e.c. | 243 | 36 | 11,990 | 519.0 | 62 |
| 2391 | Curtains & draperies | 919 | 66 | 30,980 | 1,469.3 | 59 |
| 2392 | Housefurnishings n.e.c. | 60[illegible] | 99 | 33,572 | 2,301.9 | 67 |
| 2393 | Textile bags | 208 | 34 | 10,208 | 649.[illegible] | 53 |
| 2394 | Canvas & related products | 815 | 29 | 17,946 | 1,004.4 | 33 |
| 2395 | Pleating, stitching, & tucking | 463 | 18 | 11,579 | 523.7 | 27 |
| 2396 | Automotive & apparel trimmings | 432 | 33 | 25,399 | 1,854.9 | 70 |
| 2397 | Schiffli-machine embroideries | 122 | 4 | 2,968 | 129.5 | 29 |
| 2399 | Fabricated textile products n.e.c. | 2,174 | 83 | 59,450 | 4,783.2 | 41 |

## SIC 24 Lumber & wood products

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2411 | Logging | 1,500 | 36 | 29,785 | 3,802.0 | 32 |
| 2421 | General sawmills & planing mills | 2,362 | 289 | 116,701 | 10,419.6 | 58 |
| 2426 | Hardwood dimension & flooring mills | 505 | 77 | 28,064 | 1,372.8 | 59 |
| 2429 | Special-product sawmills n.e.c. | 128 | 7 | 4,302 | 194.5 | 54 |
| 2431 | Millwork | 4,721 | 228 | 116,846 | 9,410.3 | 52 |
| 2434 | Wood kitchen cabinets | 12,148 | 88 | 123,741 | 5,950.2 | 20 |
| 2435 | Hardwood veneer & plywood | 308 | 101 | 30,057 | 2,084.1 | 76 |
| 2436 | Softwood veneer & plywood | 187 | 103 | 30,653 | 3,695.8 | 89 |
| 2439 | Structural wood members n.e.c. | 588 | 47 | 21,707 | 1,270.0 | 39 |
| 2441 | Nailed & lock-corner wood boxes | 294 | 18 | 8,596 | 378.9 | 33 |
| 2448 | Wood pallets & skids | 892 | 28 | 22,108 | 1,213.7 | 20 |
| 2449 | Wood containers n.e.c. | 181 | 34 | 10,063 | 384.4 | 71 |
| 2451 | Mobile homes | 407 | 201 | 46,335 | 5,478.0 | 83 |
| 2452 | Prefabricated wood buildings | 445 | 58 | 22,620 | 2,191.8 | 64 |
| 2491 | Wood preserving | 319 | 27 | 13,082 | 2,045.3 | 34 |
| 2493 | Reconstituted-wood products | 206 | 72 | 23,437 | 3,265.0 | 84 |
| 2499 | Wood products n.e.c. | 1,331 | 160 | 63,479 | 4,502.4 | 59 |

## SIC 25 Furniture

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2511 | Unupholstered wood household furniture | 1,754 | 291 | 130,838 | 8,691.3 | 82 |
| 2512 | Upholstered wood household furniture | 1,244 | 241 | 86,995 | 5,273.2 | 76 |
| 2514 | Metal household furniture | 325 | 78 | 25,601 | 2,366.8 | 82 |
| 2515 | Mattresses & bedsprings | 754 | 70 | 28,031 | 2,160.4 | 44 |
| 2517 | Wood TV & radio cabinets | 53 | 15 | 7,938 | 543.1 | 91 |
| 2519 | Household furniture n.e.c. | 242 | 15 | 6,898 | 552.5 | 43 |
| 2521 | Wood office furniture | 504 | 57 | 31,692 | 3,139.5 | 82 |
| 2522 | Office furniture, except wood | 239 | 73 | 28,755 | 3,387.3 | 84 |
| 2531 | Public-building & related furniture | 365 | 77 | 28,915 | 1,706.7 | 73 |
| 2541 | Wood partitions & fixtures | 1,145 | 70 | 32,539 | 2,573.7 | 47 |
| 2542 | Partitions & fixtures, except wood | 468 | 69 | 27,018 | 2,251.7 | 63 |
| 2591 | Drapery hardware & blinds & shades | 492 | 41 | 20,293 | 1,898.5 | 66 |
| 2599 | Furniture & fixtures n.e.c. | 423 | 36 | 14,778 | 1,458.5 | 52 |

1987 S&MM Estimate

## SIC 26 Paper

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2611 | Pulp mills | 68 | 40 | 32,415 | 5,196.2 | 97 |
| 2621 | Paper mills | 738 | 248 | 158,694 | 22,973.9 | 94 |
| 2631 | Paperboard mills | 226 | 117 | 50,323 | 8,710.3 | 91 |
| 2652 | Setup paperboard boxes | 191 | 39 | 12,417 | 478.5 | 61 |
| 2653 | Corrugated & solid fiber boxes | 1,335 | 479 | 109,941 | 12,104.7 | 73 |
| 2655 | Fiber cans, drums, & similar products | 235 | 46 | 16,159 | 1,322.6 | 57 |
| 2656 | Sanitary food containers | 99 | 58 | 26,398 | 2,431.2 | 93 |
| 2657 | Folding paperboard boxes | 527 | 161 | 44,349 | 4,095.9 | 71 |
| 2671 | Coated & laminated packaging paper | 411 | 80 | 43,202 | 5,432.2 | 84 |
| 2672 | Coated & laminated paper n.e.c. | 44 | 18 | 10,802 | 1,572.0 | 89 |
| 2673 | Plastics, foil, & coated-paper bags | 290 | 90 | 28,789 | 3,404.3 | 73 |
| 2674 | Uncoated-paper & multiwall bags | 92 | 52 | 15,903 | 1,869.2 | 84 |
| 2675 | Die-cut paper & board | 745 | 41 | 20,351 | 2,107.9 | 52 |
| 2676 | Sanitary paper products | 122 | 61 | 33,526 | 10,126.8 | 93 |
| 2677 | Envelopes | 285 | 115 | 29,310 | 2,474.8 | 80 |
| 2678 | Stationery products | 138 | 27 | 8,625 | 870.5 | 70 |
| 2679 | Converted paper products n.e.c. | 644 | 149 | 57,149 | 6,883.3 | 72 |

## SIC 27 Printing & publishing

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2711 | Newspapers | 13,365 | 705 | 455,139 | 27,901.2 | 63 |
| 2721 | Periodicals | 5,419 | 174 | 123,196 | 17,235.3 | 55 |
| 2731 | Book publishing | 4,169 | 180 | 109,093 | 13,613.0 | 62 |
| 2732 | Book printing | 280 | 69 | 38,045 | 3,574.9 | 84 |
| 2741 | Miscellaneous publishing | 2,454 | 122 | 61,594 | 4,003.0 | 63 |
| 2752 | Commercial lithographic printing | 15,980 | 389 | 283,437 | 22,096.6 | 29 |
| 2754 | Commercial gravure printing | 203 | 15 | 7,950 | 1,460.7 | 69 |
| 2759 | Commercial printing n.e.c. | 26,718 | 448 | 329,470 | 13,517.5 | 43 |
| 2761 | Manifold business forms | 2,379 | 168 | 70,465 | 9,925.1 | 58 |
| 2771 | Greeting cards | 159 | 32 | 19,019 | 1,726.4 | 85 |
| 2782 | Blankbooks & looseleaf binders | 442 | 107 | 31,225 | 2,116.5 | 74 |
| 2789 | Bookbinding & related work | 1,432 | 61 | 31,759 | 799.3 | 39 |
| 2791 | Typesetting | 6,792 | 40 | 58,081 | 2,927.5 | 15 |
| 2796 | Platemaking & related services | 3,178 | 47 | 43,387 | 2,200.7 | 20 |

## SIC 28 Chemicals

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2812 | Alkalies & chlorine | 64 | 27 | 9,979 | 1,459.4 | 88 |
| 2813 | Industrial gases | 340 | 33 | 21,531 | 3,315.3 | 50 |
| 2816 | Inorganic pigments | 97 | 30 | 13,310 | 1,755.2 | 80 |
| 2819 | Industrial inorganic chemicals n.e.c. | 884 | 210 | 127,667 | 17,356.0 | 81 |
| 2821 | Plastics materials & synthetic resins | 666 | 182 | 85,254 | 22,257.4 | 80 |
| 2822 | Synthetic rubber | 99 | 35 | 17,256 | 3,875.9 | 90 |
| 2823 | Cellulosic manmade fibers | 23 | 12 | 28,515 | 2,273.7 | 99 |
| 2824 | Noncellulosic manmade organic fibers | 130 | 53 | 65,601 | 7,095.3 | 97 |
| 2833 | Medicinals & botanicals | 194 | 38 | 19,333 | 4,189.2 | 76 |
| 2834 | Pharmaceutical preparations | 783 | 256 | 174,358 | 27,637.3 | 90 |
| 2835 | Diagnostic substances | 31 | 13 | 4,223 | 485.1 | 80 |
| 2836 | Nondiagnostic biological products | 127 | 28 | 12,865 | 1,319.0 | 79 |
| 2841 | Soap & other detergents | 430 | 83 | 36,968 | 8,713.1 | 78 |
| 2842 | Polishes & sanitation goods | 884 | 98 | 42,937 | 8,403.2 | 64 |
| 2843 | Surface-active agents | 101 | 18 | 5,535 | 883.3 | 52 |
| 2844 | Toilet preparations | 648 | 144 | 75,658 | 13,765.5 | 87 |
| 2851 | Paints & allied products | 1,376 | 200 | 77,591 | 12,851.4 | 56 |
| 2861 | Gum & wood chemicals | 60 | 20 | 6,805 | 901.4 | 80 |
| 2865 | Cyclic crudes & intermediates | 202 | 72 | 27,914 | 7,392.8 | 82 |
| 2869 | Industrial organic chemicals n.e.c. | 592 | 167 | 106,579 | 25,191.2 | 83 |
| 2873 | Nitrogenous fertilizers | 279 | 41 | 16,851 | 5,325.3 | 59 |
| 2874 | Phosphatic fertilizers | 110 | 27 | 14,899 | 3,907.9 | 85 |
| 2875 | Fertilizers - mixing only | 339 | 21 | 12,040 | 2,395.9 | 26 |
| 2879 | Agricultural chemicals n.e.c. | 287 | 32 | 18,237 | 3,911.4 | 51 |
| 2891 | Adhesives & sealants | 513 | 61 | 27,892 | 5,206.9 | 60 |
| 2892 | Explosives | 74 | 28 | 17,546 | 1,159.3 | 90 |
| 2893 | Printing ink | 331 | 33 | 14,545 | 2,256.2 | 44 |
| 2895 | Carbon black | 24 | 6 | 2,155 | 679.0 | 58 |
| 2899 | Chemical preparations n.e.c. | 861 | 172 | 68,160 | 11,773.1 | 67 |

## SIC 29 Petroleum refining & coal products

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 2911 | Petroleum refining | 557 | 217 | 119,215 | 94,055.3 | 91 |
| 2951 | Paving mixtures & blocks | 692 | 90 | 40,240 | 8,585.6 | 53 |
| 2952 | Asphalt felts & coatings | 251 | 60 | 17,333 | 3,711.5 | 63 |
| 2992 | Lubricating oils & greases | 371 | 34 | 16,914 | 4,477.2 | 38 |
| 2999 | Petroleum & coal products n.e.c. | 32 | 3 | 1,736 | 637.2 | 23 |

## SIC 30 Rubber & miscellaneous plastics

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 3011 | Tires & inner tubes | 177 | 74 | 66,299 | 7,897.8 | 95 |
| 3021 | Rubber & plastics footwear | 42 | 22 | 9,641 | 509.2 | 95 |
| 3052 | Rubber & plastics hose & belting | 199 | 75 | 32,928 | 2,633.4 | 86 |
| 3053 | Gaskets, packing, & sealing devices | 348 | 68 | 31,336 | 2,139.5 | 76 |
| 3061 | Mechanical rubber goods | 332 | 132 | 43,990 | 3,006.0 | 81 |
| 3069 | Fabricated rubber products n.e.c. | 930 | 193 | 82,377 | 5,473.0 | 79 |
| 3081 | Unsupported plastics film & sheet | 169 | 63 | 20,451 | 1,724.1 | 78 |
| 3082 | Unsupported plastics profile shapes | 61 | 14 | 4,565 | 391.8 | 61 |
| 3083 | Laminated plastics plate & sheet | 82 | 24 | 6,941 | 553.7 | 67 |
| 3084 | Plastics pipe | 148 | 36 | 17,266 | 1,031.0 | 60 |
| 3085 | Plastics bottles | 145 | 73 | 18,505 | 1,671.1 | 82 |
| 3086 | Plastics foam products | 200 | 71 | 25,673 | 1,757.8 | 74 |
| 3087 | Custom compounding of purchased resins | 89 | 26 | 11,167 | 1,061.6 | 70 |
| 3088 | Plastics plumbing fixtures | 24 | 11 | 4,870 | 355.7 | 88 |
| 3089 | Plastics products n.e.c. | 9,749 | 1,119 | 431,163 | 32,576.8 | 66 |

## SIC 31 Leather

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 3111 | Leather tanning & finishing | 314 | 64 | 18,772 | 2,110.1 | 67 |
| 3131 | Boot & shoe cut stock & findings | 126 | 32 | 9,676 | 513.5 | 77 |
| 3142 | House slippers | 52 | 18 | 6,000 | 271.5 | 88 |
| 3143 | Men's nonathletic footwear | 193 | 92 | 45,003 | 2,556.6 | 90 |
| 3144 | Women's nonathletic footwear | 190 | 95 | 31,240 | 2,854.4 | 97 |
| 3149 | Nonrubber footwear n.e.c. | 198 | 87 | 30 184 | 2,305.8 | 95 |
| 3151 | Leather gloves & mittens | 71 | 12 | 4,148 | 177.3 | 67 |
| 3161 | Luggage | 219 | 41 | 14,182 | 902.4 | 76 |
| 3171 | Women's handbags & purses | 270 | 26 | 11,640 | 456.0 | 59 |
| 3172 | Personal leather goods n.e.c. | 260 | 29 | 10,651 | 404.5 | 55 |
| 3199 | Leather goods n.e.c. | 266 | 23 | 9,742 | 601.3 | 69 |

## SIC 32 Stone, clay, glass, & concrete

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 3211 | Flat glass | 188 | 42 | 24,100 | 3,108.8 | 85 |
| 3221 | Glass containers | 196 | 106 | 49,580 | 2,873.6 | 97 |
| 3229 | Pressed & blown glass n.e.c. | 364 | 79 | 49,328 | 2,642.2 | 90 |
| 3231 | Products of purchased glass | 910 | 78 | 36,142 | 3,070.7 | 58 |
| 3241 | Hydraulic cement | 212 | 103 | 24,910 | 4,703.8 | 87 |
| 3251 | Brick & structural clay tile | 293 | 57 | 19,301 | 1,203.9 | 48 |
| 3253 | Ceramic wall & floor tile | 104 | 26 | 8,530 | 487.6 | 80 |
| 3255 | Clay refractories | 193 | 25 | 8,582 | 1,022.7 | 51 |
| 3259 | Structural clay products n.e.c. | 72 | 11 | 3,461 | 222.9 | 41 |
| 3261 | Vitreous plumbing fixtures | 73 | 24 | 8,827 | 579.5 | 88 |
| 3262 | Vitreous china tableware & kitchenware | 33 | 13 | 6,900 | 357.9 | 95 |
| 3263 | Semivitreous tableware & kitchenware | 17 | 4 | 1,518 | 47.8 | 80 |
| 3264 | Porcelain electrical supplies | 196 | 87 | 47,727 | 2,627.2 | 89 |
| 3269 | Pottery products n.e.c. | 346 | 29 | 10,929 | 557.6 | 57 |
| 3271 | Concrete block & brick | 925 | 44 | 27,261 | 2,275.9 | 26 |
| 3272 | Concrete products n.e.c. | 2,216 | 175 | 73,550 | 5,200.7 | 47 |
| 3273 | Ready-mixed concrete | 5,304 | 146 | 107,238 | 11,090.0 | 28 |
| 3274 | Lime | 154 | 32 | 14,088 | 1,173.7 | 64 |
| 3275 | Gypsum products | 138 | 63 | 16,085 | 2,437.1 | 83 |
| 3281 | Cut stone & stone products | 815 | 34 | 21,802 | 1,328.6 | 39 |
| 3291 | Abrasive products | 295 | 45 | 20,772 | 3,324.7 | 61 |
| 3292 | Asbestos products | 116 | 38 | 11,123 | 678.4 | 81 |
| 3295 | Ground or treated minerals & earths | 483 | 73 | 27,678 | 4,325.7 | 55 |
| 3296 | Mineral wool | 181 | 56 | 26,608 | 3,308.2 | 90 |
| 3297 | Nonclay refractories | 158 | 29 | 10,433 | 1,365.1 | 75 |
| 3299 | Nonmetallic mineral products n.e.c. | 194 | 16 | 6,914 | 474.9 | 57 |

## SIC 33 Primary metal

| SIC | Industry | Establishments | | Employ-ment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 3312 | Blast furnaces & steel mills | 551 | 187 | 229,832 | 27,418.4 | 95 |
| 3313 | Electrometallurgical products | 32 | 14 | 4,847 | 657.0 | 85 |
| 3315 | Steel wire & related products | 200 | 65 | 24,802 | 2,443.3 | 79 |
| 3316 | Cold-rolled steel sheet, strip, & bars | 262 | 77 | 39,022 | 6,268.2 | 80 |
| 3317 | Steel pipe & tubes | 260 | 99 | 46,856 | 5,567.9 | 88 |
| 3321 | Gray- & ductile-iron foundries | 1,313 | 226 | 100,015 | 10,315.9 | 74 |
| 3322 | Malleable-iron foundries | 64 | 24 | 12,687 | 748.6 | 93 |
| 3324 | Steel-investment foundries | 67 | 24 | 10,263 | 1,485.7 | 89 |
| 3325 | Steel foundries n.e.c. | 342 | 106 | 38,100 | 3,283.7 | 80 |
| 3331 | Primary copper | 45 | 18 | 12,841 | 2,535.7 | 86 |
| 3334 | Primary aluminum | 83 | 37 | 28,982 | 5,408.7 | 95 |
| 3339 | Primary nonferrous metals n.e.c. | 190 | 42 | 17,429 | 4,533.1 | 80 |
| 3341 | Secondary nonferrous metals | 458 | 77 | 30,459 | 7,911.4 | 60 |
| 3351 | Copper rolling & drawing | 111 | 55 | 19,693 | 3,025.5 | 88 |
| 3353 | Aluminum sheet, plate, & foil | 94 | 43 | 35,773 | 5,922.3 | 95 |
| 3354 | Aluminum extruded products | 197 | 93 | 29,239 | 3,745.7 | 89 |
| 3355 | Aluminum rolling & drawing n.e.c. | 62 | 17 | 5,511 | 1,884.3 | 73 |
| 3356 | Nonferrous rolling & drawing n.e.c. | 171 | 42 | 18,918 | 2,697.6 | 78 |
| 3357 | Nonferrous wiredrawing & insulating | 384 | 161 | 64,853 | 9,351.4 | 91 |

1987 S&MM Estimate

| SIC | Industry | Establishments | | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Primary metal** (cont.) | | | | | | |
| 3363 | Aluminum die-castings | 861 | 122 | 46,396 | 3,466.9 | 64 |
| 3364 | Nonferrous die-castings, exc. aluminum | 508 | 81 | 27,293 | 1,751.5 | 70 |
| 3365 | Aluminum foundries | 147 | 33 | 10,972 | 812.0 | 59 |
| 3366 | Copper foundries | 5 | 1 | 237 | 12.0 | 50 |
| 3369 | Nonferrous foundries n.e.c. | 379 | 30 | 15,503 | 1,056.2 | 59 |
| 3398 | Metal heat treating | 693 | 26 | 17,380 | 1,322.6 | 23 |
| 3399 | Primary metal products n.e.c. | 227 | 45 | 17,494 | 2,382.1 | 67 |

## SIC 34 Fabricated metal

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3411 | Metal cans | 335 | 178 | 55,746 | 10,005.9 | 91 |
| 3412 | Metal shipping barrels, drums, & pails | 219 | 37 | 11,959 | 870.6 | 57 |
| 3421 | Cutlery | 92 | 29 | 9,223 | 805.3 | 83 |
| 3423 | Hand & edge tools n.e.c. | 563 | 101 | 39,624 | 3,690.1 | 70 |
| 3425 | Saw blades & handsaws | 116 | 28 | 9,202 | 970.4 | 82 |
| 3429 | Hardware n.e.c. | 964 | 189 | 82,114 | 10,128.7 | 80 |
| 3431 | Metal sanitary ware | 125 | 27 | 13,958 | 1,766.2 | 88 |
| 3432 | Plumbing-fixture fittings & trim | 235 | 82 | 27,101 | 3,948.0 | 89 |
| 3433 | Heating equipment, except electric | 583 | 80 | 31,807 | 2,499.8 | 65 |
| 3441 | Fabricated structural metal | 2,849 | 298 | 122,627 | 17,987.5 | 44 |
| 3442 | Metal doors, sash, & trim | 1,611 | 203 | 74,780 | 5,616.3 | 58 |
| 3443 | Fabricated plate work (boiler shops) | 1,579 | 227 | 90,871 | 8,062.7 | 61 |
| 3444 | Sheet-metal work | 2,776 | 181 | 85,794 | 7,819.3 | 42 |
| 3446 | Architectural & ornamental metal work | 4,005 | 43 | 66,463 | 6,328.0 | 22 |
| 3448 | Prefabricated metal buildings | 478 | 88 | 27,511 | 4,527.0 | 66 |
| 3449 | Miscellaneous structural metal work | 549 | 94 | 37,132 | 6,658.3 | 52 |
| 3451 | Screw-machine products | 2,275 | 84 | 56,251 | 3,759.5 | 28 |
| 3452 | Bolts, nuts, rivets, & washers | 634 | 147 | 51,626 | 5,300.9 | 70 |
| 3462 | Iron & steel forgings | 667 | 118 | 48,127 | 4,850.2 | 70 |
| 3463 | Nonferrous forgings | 47 | 16 | 6,622 | 1,220.3 | 82 |
| 3465 | Automotive stampings | 334 | 107 | 68,651 | 16,056.7 | 93 |
| 3466 | Crowns & closures | 58 | 26 | 8,030 | 2,675.3 | 78 |
| 3469 | Metal stampings n.e.c. | 2,300 | 223 | 97,040 | 9,831.7 | 48 |
| 3471 | Plating & polishing | 4,158 | 115 | 88,814 | 4,174.2 | 24 |
| 3479 | Metal coating & allied services n.e.c. | 1,594 | 84 | 45,198 | 4,396.7 | 40 |
| 3482 | Small-arms ammunition | 59 | 15 | 14,794 | 2,028.1 | 92 |
| 3483 | Ammunition, except small-arms, n.e.c. | 67 | 35 | 37,916 | 2,696.0 | 97 |
| 3484 | Small arms | 82 | 23 | 29,475 | 3,565.2 | 94 |
| 3489 | Ordnance & accessories n.e.c. | 67 | 29 | 22,553 | 2,305.4 | 96 |
| 3491 | Industrial valves | 198 | 78 | 28,036 | 3,646.3 | 82 |
| 3492 | Fluid power valves & hose fittings | 197 | 89 | 34,062 | 3,843.9 | 82 |
| 3493 | Steel springs, except wire | 333 | 25 | 11,528 | 2,083.1 | 55 |
| 3494 | Valves & pipe fittings n.e.c. | 526 | 104 | 36,405 | 4,512.7 | 74 |
| 3495 | Wire springs | 241 | 42 | 14,346 | 1,980.1 | 60 |
| 3496 | Miscellaneous fabricated wire products | 935 | 155 | 57,075 | 3,578.5 | 60 |
| 3497 | Metal foil & leaf | 50 | 13 | 5,029 | 1,449.6 | 72 |
| 3498 | Fabricated pipe & fittings | 715 | 70 | 29,824 | 5,711.9 | 51 |
| 3499 | Fabricated metal products n.e.c. | 3,547 | 181 | 103,751 | 14,315.5 | 41 |

## SIC 35 Industrial machinery & equipment

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3511 | Turbines & turbine-generator set units | 118 | 34 | 38,462 | 3,247.4 | 95 |
| 3519 | Internal-combustion engines n.e.c. | 212 | 73 | 65,292 | 8,778.8 | 93 |
| 3523 | Farm machinery & equipment | 1,377 | 156 | 95,684 | 9,506.3 | 72 |
| 3524 | Lawn & garden equipment | 182 | 50 | 26,150 | 2,584.4 | 88 |
| 3531 | Construction machinery | 783 | 181 | 98,268 | 14,883.0 | 84 |
| 3532 | Mining machinery | 299 | 75 | 27,006 | 2,365.0 | 74 |
| 3533 | Oil- & gas-field machinery | 774 | 106 | 46,540 | 5,915.2 | 62 |
| 3534 | Elevators & moving stairways | 199 | 43 | 15,935 | 1,611.4 | 74 |
| 3535 | Conveyors & conveying equipment | 575 | 101 | 36,532 | 4,177.3 | 61 |
| 3536 | Hoists, cranes, & monorails | 149 | 20 | 9,273 | 767.3 | 59 |
| 3537 | Industrial trucks & tractors | 418 | 82 | 38,731 | 3,782.7 | 77 |
| 3541 | Metal-cutting machine tools | 1,405 | 121 | 62,150 | 2,770.9 | 69 |
| 3542 | Metal-forming machine tools | 430 | 59 | 23,969 | 926.1 | 66 |
| 3543 | Industrial patterns | 1,174 | 31 | 20,930 | 1,242.9 | 43 |
| 3544 | Special dies, tools, jigs, & fixtures | 7,543 | 227 | 145,942 | 3,882.9 | 33 |
| 3545 | Machine-tool accessories | 1,446 | 135 | 59,888 | 2,154.8 | 59 |
| 3546 | Power-driven handtools | 181 | 44 | 23,053 | 1,380.3 | 89 |
| 3547 | Rolling-mill machinery | 58 | 15 | 5,882 | 499.7 | 79 |
| 3548 | Welding apparatus | 218 | 62 | 23,994 | 2,954.1 | 82 |
| 3549 | Metalworking machinery n.e.c. | 259 | 25 | 8,228 | 653.3 | 54 |
| 3552 | Textile machinery | 597 | 65 | 27,153 | 1,873.8 | 60 |
| 3553 | Woodworking machinery | 291 | 28 | 11,174 | 1,572.0 | 49 |
| 3554 | Paper-industries machinery | 221 | 54 | 19,660 | 2,457.6 | 72 |
| 3555 | Printing-trades machinery & equipment | 457 | 56 | 30,042 | 3,097.8 | 70 |
| 3556 | Food-products machinery | 586 | 100 | 33,688 | 2,498.8 | 70 |
| 3559 | Special-industry machinery n.e.c. | 1,673 | 245 | 112,333 | 7,433.5 | 66 |
| 3561 | Pumps & pumping equipment | 494 | 109 | 43,298 | 3,365.9 | 78 |
| 3562 | Ball & roller bearings | 216 | 94 | 54,942 | 2,726.9 | 93 |
| 3563 | Air & gas compressors | 229 | 56 | 25,229 | 2,197.6 | 80 |
| 3564 | Industrial & commercial fans & blowers | 470 | 98 | 38,551 | 1,572.4 | 75 |
| 3565 | Packaging machinery | 61 | 19 | 5,753 | 281.1 | 68 |
| 3566 | Speed changers, drives, & gears | 204 | 50 | 21,859 | 1,170.3 | 83 |
| 3567 | Industrial-process furnaces & ovens | 360 | 72 | 24,213 | 1,347.5 | 67 |
| 3568 | Power-transmission equipment n.e.c. | 272 | 81 | 33,921 | 3,115.2 | 79 |
| 3569 | General industrial machinery n.e.c. | 1,067 | 131 | 51,434 | 3,287.0 | 65 |
| 3571 | Electronic computers | 266 | 155 | 153,310 | 19,133.1 | 97 |
| 3572 | Computer storage devices | 33 | 20 | 12,272 | 1,631.9 | 96 |
| 3575 | Computer terminals | 50 | 28 | 19,435 | 2,977.2 | 97 |
| 3577 | Computer peripheral equipment n.e.c. | 1,357 | 320 | 256,913 | 28,476.1 | 92 |
| 3578 | Calculating & accounting equipment | 79 | 29 | 25,432 | 3,172.8 | 94 |
| 3579 | Office machines n.e.c. | 313 | 77 | 52,930 | 5,792.3 | 88 |
| 3581 | Automatic vending machines | 102 | 25 | 10,738 | 1,049.8 | 80 |
| 3582 | Commercial laundry equipment | 82 | 17 | 6,914 | 1,244.5 | 81 |
| 3585 | Refrigeration & heating equipment | 867 | 261 | 142,439 | 21,097.5 | 89 |
| 3586 | Measuring & dispensing pumps | 62 | 14 | 6,957 | 940.9 | 87 |
| 3589 | Service-industry machinery n.e.c. | 664 | 99 | 35,836 | 4,853.9 | 64 |
| 3592 | Carburetors, pistons, rings, & valves | 152 | 51 | 26,212 | 2,628.4 | 89 |
| 3593 | Fluid-power cylinders & actuators | 86 | 24 | 7,191 | 750.5 | 47 |
| 3594 | Fluid-power pumps & motors | 154 | 59 | 17,987 | 1,542.8 | 82 |
| 3596 | Scales & balances, except laboratory | 121 | 23 | 8,337 | 404.8 | 71 |
| 3599 | Industrial machinery n.e.c. | 26,334 | 223 | 274,897 | 19,086.0 | 18 |

## SIC 36 Electronic & other electric equipment

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3612 | Nonelectronic transformers | 368 | 119 | 54,384 | 3,214.4 | 87 |
| 3613 | Switchgear & switchboard apparatus | 491 | 124 | 49,221 | 4,529.5 | 83 |
| 3621 | Motors & generators | 565 | 229 | 98,425 | 7,351.0 | 91 |
| 3624 | Carbon & graphite products | 69 | 33 | 14,010 | 1,649.6 | 93 |
| 3625 | Relays & industrial controls | 842 | 201 | 90,854 | 7,183.0 | 83 |
| 3629 | Electrical industrial apparatus n.e.c. | 255 | 63 | 22,502 | 2,174.1 | 69 |
| 3631 | Household cooking equipment | 77 | 37 | 21,829 | 3,512.0 | 96 |
| 3632 | Household refrigerators & freezers | 48 | 25 | 23,528 | 2,818.3 | 97 |
| 3633 | Household laundry equipment | 25 | 13 | 20,007 | 2,636.3 | 98 |
| 3634 | Electric housewares & fans | 250 | 77 | 33,269 | 3,132.6 | 86 |
| 3635 | Household vacuum cleaners | 34 | 11 | 11,509 | 1,044.6 | 90 |
| 3639 | Household appliances n.e.c. | 110 | 23 | 26,909 | 2,339.4 | 96 |
| 3641 | Electric lamp bulbs & tubes | 216 | 56 | 30,189 | 3,073.4 | 88 |
| 3643 | Current-carrying wiring devices | 451 | 157 | 58,602 | 3,019.7 | 87 |
| 3644 | Non-current-carrying wiring devices | 164 | 49 | 17,685 | 3,731.5 | 68 |
| 3645 | Residential electric lighting fixtures | 509 | 66 | 25,982 | 1,550.6 | 65 |
| 3646 | Commercial electric lighting fixtures | 226 | 47 | 20,784 | 2,294.2 | 79 |
| 3647 | Vehicular lighting equipment | 53 | 21 | 12,837 | 1,470.4 | 91 |
| 3648 | Lighting equipment n.e.c. | 231 | 46 | 18,599 | 2,117.7 | 67 |
| 3651 | Household audio & video equipment | 508 | 115 | 73,776 | 9,792.3 | 87 |
| 3652 | Prerecorded records & tapes | 522 | 29 | 19,748 | 3,518.4 | 69 |
| 3661 | Telephone & telegraph apparatus | 432 | 154 | 122,691 | 22,503.5 | 95 |
| 3663 | Radio & TV communications equipment | 135 | 53 | 49,666 | 4,731.5 | 91 |
| 3669 | Communications equipment n.e.c. | 138 | 71 | 36,839 | 2,730.6 | 91 |
| 3671 | Electron tubes | 168 | 75 | 57,889 | 3,274.3 | 88 |
| 3672 | Printed circuit boards | 312 | 130 | 41,712 | 2,607.9 | 71 |
| 3674 | Semiconductors & related devices | 870 | 208 | 152,202 | 12,230.6 | 94 |
| 3675 | Electronic capacitors | 100 | 42 | 18,079 | 1,540.4 | 89 |
| 3676 | Electronic resistors | 64 | 29 | 12,265 | 777.9 | 91 |
| 3677 | Electronic coils & transformers | 257 | 71 | 19,624 | 1,289.0 | 70 |
| 3678 | Electronic connectors | 111 | 51 | 20,609 | 2,085.4 | 89 |
| 3679 | Electronic components n.e.c. | 2,243 | 499 | 268,116 | 20,665.5 | 87 |
| 3691 | Storage batteries | 188 | 77 | 36,909 | 3,156.6 | 90 |
| 3692 | Dry & wet primary batteries | 67 | 30 | 10,531 | 1,600.3 | 89 |
| 3694 | Engine electrical equipment | 398 | 99 | 70,814 | 7,886.6 | 91 |
| 3695 | Magnetic & optical recording media | 58 | 24 | 17,096 | 1,526.0 | 83 |
| 3699 | Electrical equipment & supplies n.e.c. | 1,851 | 265 | 206,238 | 18,465.7 | 89 |

## SIC 37 Transportation equipment

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3711 | Motor vehicles & passenger-car bodies | 591 | 144 | 312,437 | 92,679.8 | 98 |
| 3713 | Truck & bus bodies | 626 | 108 | 95,977 | 9,990.7 | 85 |
| 3714 | Motor-vehicle parts & accessories | 2,039 | 632 | 384,035 | 59,757.3 | 91 |
| 3715 | Truck trailers | 288 | 67 | 26,728 | 3,159.0 | 77 |
| 3721 | Aircraft | 175 | 81 | 292,949 | 39,560.3 | 99 |
| 3724 | Aircraft engines & engine parts | 330 | 112 | 117,725 | 10,896.3 | 95 |
| 3728 | Aircraft parts & equipment n.e.c. | 797 | 238 | 173,226 | 14,657.5 | 90 |
| 3731 | Ship building & repairing | 389 | 133 | 149,866 | 6,874.0 | 97 |
| 3732 | Boat building & repairing | 3,728 | 120 | 73,866 | 5,023.3 | 50 |

1987 S&MM Estimate

**Transportation equipment** (cont.)

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3743 | Railroad equipment | 208 | 67 | 32,519 | 3,576.9 | 83 |
| 3751 | Motorcycles, bicycles, & parts | 178 | 17 | 12,562 | 1,282.9 | 76 |
| 3761 | Guided missiles & space vehicles | 92 | 43 | 73,125 | 12,978.5 | 99 |
| 3764 | Space-propulsion units & parts | 83 | 31 | 35,732 | 2,463.0 | 98 |
| 3769 | Space-vehicle equipment n.e.c. | 55 | 22 | 29,724 | 4,317.5 | 97 |
| 3792 | Travel trailers & campers | 455 | 83 | 26,596 | 2,001.0 | 78 |
| 3795 | Tanks & tank components | 12 | 6 | 14,197 | 2,251.7 | 99 |
| 3799 | Transportation equipment n.e.c. | 166 | 22 | 9,374 | 966.1 | 60 |

## SIC 38 Instruments

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3812 | Search & navigation equipment | 179 | [illegible] | 82,261 | 5,812.3 | 94 |
| 3821 | Laboratory apparatus & furniture | 35 | 13 | 4,485 | 198.1 | 68 |
| 3822 | Environmental controls | 324 | 76 | 39,700 | 1,665.3 | 86 |
| 3823 | Industrial process-control instruments | 767 | 108 | 46,305 | 3,338.7 | 68 |
| 3824 | Fluid meters & counting devices | 133 | 47 | 16,085 | 1,559.1 | 88 |
| 3825 | Electricity-measuring instruments | 661 | 151 | 65,261 | 6,827.2 | 89 |
| 3826 | Laboratory analytical instruments | 89 | 44 | 21,961 | 1,015.1 | 85 |
| 3827 | Optical instruments & lenses | 406 | 63 | 28,523 | 3,673.1 | 72 |
| 3829 | Measuring & controlling devices n.e.c. | 1,114 | 195 | 93,940 | 3,983.9 | 77 |
| 3841 | Surgical & medical instruments | 737 | 204 | 88,230 | 5,742.3 | 88 |
| 3842 | Surgical appliances & supplies | 1,095 | 165 | 76,741 | 7,521.1 | 80 |
| 3843 | Dental equipment & supplies | 436 | 44 | 19,956 | 1,481.9 | 61 |
| 3844 | X-ray apparatus & tubes | 202 | 17 | 17,182 | 2,565.5 | 88 |
| 3845 | Electromedical equipment | 57 | 31 | 26,917 | 2,494.5 | 93 |
| 3851 | Ophthalmic goods | 676 | 81 | 34,040 | 1,224.3 | 75 |
| 3861 | Photographic equipment & supplies | 710 | 121 | 126,408 | 14,218.3 | 85 |
| 3873 | Watches, clocks, watchcases, & parts | 163 | 39 | 18,766 | 1,802.7 | 91 |

## SIC 39 Miscellaneous manufacturing

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3911 | Precious-metal jewelry | 1,798 | 84 | 47,972 | 4,919.8 | 50 |
| 3914 | Silverware & plated & stainless ware | 335 | 18 | 11,215 | 806.8 | 59 |
| 3915 | Jewelers' materials & lapidary work | 495 | 12 | 10,449 | 1,077.3 | 30 |
| 3931 | Musical instruments & parts | 347 | 51 | 19,953 | 1,276.4 | 72 |
| 3942 | Dolls & stuffed toys | 162 | 23 | 7,557 | 869.1 | 67 |
| 3944 | Games, toys, & children's vehicles | 522 | 95 | 42,846 | 6,592.8 | 86 |
| 3949 | Sporting & athletic goods n.e.c. | 1,339 | 132 | 55,692 | 4,601.4 | 61 |
| 3951 | Pens & mechanical pencils | 88 | 26 | 11,728 | 1,085.6 | 81 |
| 3952 | Lead pencils & art goods | 129 | 19 | 9,171 | 712.5 | 78 |
| 3953 | Marking devices | 1,738 | 15 | 20,938 | 891.0 | 31 |
| 3955 | Carbon paper & inked ribbons | 101 | 12 | 5,479 | 538.5 | 56 |
| 3961 | Costume jewelry | 579 | 58 | 24,445 | 1,561.4 | 58 |
| 3965 | Fasteners, buttons, needles, & pins | 246 | 55 | 16,641 | 1,472.4 | 77 |
| 3991 | Brooms & brushes | 230 | 43 | 14,611 | 1,129.9 | 61 |
| 3993 | Signs & advertising specialties | 16,067 | 115 | 135,808 | 9,139.3 | 24 |
| 3995 | Burial caskets | 176 | 24 | 10,149 | 1,053.6 | 69 |
| 3996 | Hard-surface floor coverings n.e.c. | 40 | 13 | 11,856 | 1,745.5 | 96 |
| 3999 | Manufactures n.e.c. | 1,939 | 153 | 68,326 | 4,826.5 | 58 |

# TRANSPORTATION AND PUBLIC UTILITIES

## SIC 40 Railroads

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4011 | Line-haul-operating railroads | 2,234 | 126 | 184,097 | 24,397.7 | 79 |
| 4013 | Railroad switching & terminal services | 123 | 29 | 16,965 | 1,796.3 | 80 |

## SIC 41 Local & interurban passenger transit

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4111 | Local & suburban transit | 2,004 | 110 | 143,635 | 5,626.5 | 74 |
| 4119 | Local passenger transportation n.e.c. | 7,779 | 7 | 83,827 | 2,939.1 | 2 |
| 4121 | Taxicabs | 4,627 | 18 | 47,213 | 1,266.7 | 11 |
| 4131 | Intercity & rural bus transportation | 2,604 | 33 | 59,923 | 1,855.6 | 23 |
| 4141 | Local bus charter service | 39 | 7 | 2,559 | 81.1 | 70 |
| 4142 | Nonlocal bus charter service | 2,675 | 2 | 45,327 | 1,647.4 | 1 |
| 4151 | School buses | 633 | 33 | 18,978 | 597.7 | 33 |
| 4173 | Bus terminal & service facilities | 109 | 7 | 4,020 | 151.9 | 52 |

## SIC 42 Trucking & warehousing

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4212 | Local trucking without storage | 16,291 | 217 | 386,275 | 48,468.1 | 26 |
| 4213 | Nonlocal trucking | 23,400 | 608 | 658,475 | 59,828.3 | 40 |
| 4214 | Local trucking with storage | 9,496 | 99 | 190,712 | 9,369.3 | 18 |
| 4215 | Courier services, except by air | 4,064 | 21 | 75,408 | 8,907.5 | 13 |
| 4221 | Farm-product warehousing & storage | 2,916 | 19 | 58,364 | 1,967.9 | 7 |
| 4222 | Refrigerated warehousing & storage | 1,504 | 20 | 33,129 | 1,722.6 | 18 |
| 4225 | General warehousing & storage | 10,641 | 109 | 212,589 | 13,771.0 | 20 |
| 4226 | Special warehousing & storage n.e.c. | 1,237 | 24 | 31,475 | 1,741.5 | 29 |
| 4231 | Trucking terminal facilities | 381 | 28 | 19,273 | 3,310.2 | 37 |

1987 S&MM Estimate

## SIC 44 Water transportation

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4412 | Deep-sea foreign transport of freight | 1,012 | 73 | 64,417 | 5,347.0 | 66 |
| 4424 | Deep-sea domestic transport of freight | 77 | 14 | 4,359 | 445.3 | 50 |
| 4432 | Freight transport on the great lakes | 35 | 5 | 4,095 | 338.9 | 90 |
| 4449 | Water transportation of freight n.e.c. | 358 | 24 | 15,050 | 1,391.3 | 81 |
| 4481 | Deep-sea nonferry passenger transport | 34 | 10 | 3,759 | 560.8 | 87 |
| 4482 | Ferries | 49 | 2 | 2,534 | 104.2 | 42 |
| 4489 | Water passenger transportation n.e.c. | 22 | 1 | 790 | 49.0 | 22 |
| 4491 | Marine cargo handling | 786 | 85 | 40,275 | 2,780.2 | 55 |
| 4492 | Towing & tugboat services | 593 | 43 | 20,914 | 1,453.4 | 67 |
| 4493 | Marinas | 3,060 |  | 22,363 | 1,243.8 | 0 |
| 4499 | Water transportation services n.e.c. | 1,046 | 18 | 18,481 | 1,296.3 | 21 |

## SIC 45 Air transportation

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4512 | Scheduled air transportation | 724 | 140 | 172,866 | 33,932.6 | 91 |
| 4513 | Air courier services | 2,910 | 18 | 38,190 | 2,466.4 | 34 |
| 4522 | Nonscheduled air transportation | 4,923 | 11 | 65,844 | 10,413.4 | 2 |
| 4581 | Airports, flying fields, & services | 14,320 | 127 | 241,206 | 30,693.3 | 42 |

## SIC 46 Pipelines, except natural gas

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4612 | Crude-petroleum pipelines | 240 | 28 | 26,893 | 2,845.6 | 64 |
| 4613 | Refined-petroleum pipelines | 250 | 19 | 12,935 | 5,194.9 | 40 |
| 4619 | Pipelines n.e.c. | 14 |  | 420 | 228.4 | 0 |

## SIC 47 Transportation services

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4724 | Travel agencies | 15,018 | 11 | 80,660 | 6,699.5 | 4 |
| 4725 | Tour operators | 2,086 | 6 | 13,943 | 1,219.1 | 16 |
| 4729 | Passenger-transport arrangement n.e.c. | 14,507 | 12 | 95,172 | 8,044.0 | 4 |
| 4731 | Arrangement of freight transportation | 9,178 | 70 | 131,927 | 15,355.1 | 31 |
| 4741 | Rental of railroad cars | 55 | 12 | 6,697 | 1,631.2 | 85 |
| 4783 | Packing & crating | 1,979 | 8 | 16,457 | 833.2 | 12 |
| 4785 | Toll roads etc. & freight inspection | 80 | 19 | 6,471 | 251.0 | 81 |
| 4789 | Transportation services n.e.c. | 130 | 2 | 2,450 | 124.3 | 6 |

## SIC 48 Communications

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4812 | Radiotelephone communications | 13 | 3 | 1,558 | 778.5 | 82 |
| 4813 | Nonradio telephone communications | 4,783 | 380 | 411,225 | 99,130.8 | 71 |
| 4822 | Telegraph, electronic mail, etc. | 1,106 | 7 | 28,588 | 1,429.3 | 17 |
| 4832 | Radio broadcasting stations | 6,826 | 51 | 146,690 | 8,345.2 | 11 |
| 4833 | Television broadcasting stations | 1,994 | 176 | 113,221 | 30,545.1 | 55 |
| 4841 | Cable & other pay-television services | 7,680 | 79 | 162,167 | 39,358.1 | 12 |
| 4899 | Communications services n.e.c. | 463 | 31 | 18,118 | 5,081.1 | 58 |

## SIC 49 Electric, gas, & sanitary services

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4911 | Electric services | 4,078 | 792 | 527,177 | 145,611.1 | 76 |
| 4922 | Natural-gas transmission | 715 | 67 | 72,270 | 42,227.7 | 58 |
| 4923 | Gas transmission & distribution | 381 | 50 | 57,595 | 19,694.8 | 73 |
| 4924 | Natural-gas distribution | 641 | 106 | 64,965 | 18,108.8 | 67 |
| 4925 | Gas production &/or distribution | 2,289 | 15 | 33,692 | 12,317.0 | 12 |
| 4931 | Electric & other services combined | 335 | 84 | 98,944 | 29,325.7 | 84 |
| 4932 | Gas & other services combined | 33 | 9 | 5,355 | 2,066.6 | 82 |
| 4939 | Combination utility services n.e.c. | 11 | 3 | 797 | 37.4 | 74 |
| 4941 | Water supply | 2,905 | 94 | 92,999 | 9,385.5 | 37 |
| 4952 | Sewerage systems | 180 | 44 | 25,400 | 1,447.8 | 83 |
| 4953 | Refuse systems | 9,662 | 104 | 221,557 | 24,086.3 | 22 |
| 4959 | Sanitary services n.e.c. | 142 | 22 | 12,929 | 663.9 | 80 |
| 4961 | Steam & air-conditioning supply | 34 | 5 | 8,223 | 587.5 | 67 |
| 4971 | Irrigation systems | 103 | 11 | 5,189 | 169.7 | 52 |

# FINANCE, INSURANCE, AND REAL ESTATE

## SIC 60 Depository institutions

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6011 | Federal reserve banks | 47 | 40 | 26,174 | 16,793.5 | 96 |
| 6019 | Central reserve depositories n.e.c. | 1 | 1 | 250 | 75.0 | 100 |
| 6021 | National commercial banks | 4,515 | 843 | 652,793 | 118,807.1 | 78 |
| 6022 | State commercial banks | 6,650 | 489 | 373,411 | 83,098.2 | 49 |
| 6029 | Commercial banks n.e.c. | 3 | 2 | 374 | 236.7 | 86 |
| 6035 | Federal savings institutions | 372 | 150 | 61,333 | 41,321.7 | 90 |
| 6036 | Nonfederal savings institutions | 17,443 | 274 | 379,516 | 105,674.2 | 35 |
| 6061 | Federal credit unions | 14 |  | 400 | 23.2 | 0 |
| 6062 | State credit unions | 3 |  | 56 | 2.1 | 0 |
| 6081 | Branches & agencies of foreign banks | 155 | 3 | 2,682 | 417.6 | 45 |
| 6082 | Foreign-trade & -banking institutions | 13 | 11 | 4,520 | 2,017.6 | 98 |
| 6091 | Nondeposit trust facilities | 8 | 1 | 742 | 197.2 | 33 |
| 6099 | Functions related to deposit banking | 1,811 | 14 | 15,937 | 1,983.6 | 56 |

1987 S&MM Estimate

## SIC 61 Nondepository credit institutions

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6111 | Federal & federal-sponsored credit | 18 | 10 | 18,597 | 9,707.5 | 99 |
| 6141 | Personal credit institutions | 27,422 | 86 | 175,513 | 41,624.6 | 39 |
| 6153 | Short-term business credit | 483 | 41 | 31,701 | 12,018.6 | 68 |
| 6159 | Misc. business credit institutions | 444 | 26 | 39,269 | 12,086.4 | 72 |
| 6162 | Mortgage bankers & loan correspondents | 9,317 | 96 | 83,636 | 11,846.1 | 59 |
| 6163 | Loan brokers | 14 | 4 | 1,966 | 514.5 | 86 |

## SIC 62 Security & commodity brokers

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6211 | Security brokers & dealers | 13,368 | 241 | 307,631 | 132,426.1 | 47 |
| 6221 | Commodity contracts brokers & dealers | 2,114 | 23 | 36,706 | 77,559.5 | 46 |
| 6231 | Security & commodity exchanges | 14 | 10 | 6,466 | 403.4 | 99 |
| 6282 | Investment advice | 11,351 | 36 | 96,963 | 12,181.0 | 16 |
| 6289 | Security & commodity services n.e.c. | 85 | 36 | 28,646 | 7,782.0 | 80 |

## SIC 63 Insurance carriers

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6311 | Life insurance | 1,218 | 399 | 270,994 | 119,012.0 | 89 |
| 6321 | Accident & health insurance | 325 | 114 | 135,044 | 139,426.0 | 95 |
| 6324 | Hospital & medical service plans | 122 | 85 | 94,299 | 14,650.6 | 98 |
| 6331 | Fire, marine, & casualty insurance | 1,203 | 381 | 276,078 | 84,027.8 | 93 |
| 6351 | Surety insurance | 4,504 | 12 | 48,350 | 3,976.1 | 9 |
| 6361 | Title insurance | 69 | 30 | 21,392 | 1,937.2 | 92 |
| 6371 | Pension, health, & welfare funds | 1,611 | 11 | 21,751 | 4,376.2 | 31 |
| 6399 | Insurance carriers n.e.c. | 10 | 4 | 4,592 | 1,987.6 | 98 |

## SIC 64 Insurance agents, brokers, & service

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6411 | Insurance agents, brokers, & service | 160,417 | 128 | 882,996 | 87,321.7 | 13 |

## SIC 65 Real estate

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6512 | Operators of nonresidential buildings | 12,188 | 47 | 62,827 | 4,827.9 | 35 |
| 6513 | Operators of apartment buildings | 59,394 | 26 | 229,258 | 11,356.3 | 14 |
| 6514 | Operators of nonapartment dwellings | 40 | 1 | 1,045 | 38.3 | 21 |
| 6515 | Operators of mobile-home sites | 13,290 |  | 51,143 | 2,305.4 | 0 |
| 6517 | Lessors of railroad property | 3 |  | 109 | 1.1 | 0 |
| 6519 | Lessors of real property n.e.c. | 118 | 3 | 1,845 | 207.1 | 15 |
| 6531 | Real-estate agents & managers | 159,684 | 133 | 936,850 | 88,518.2 | 11 |
| 6541 | Title abstract offices | 8,619 | 5 | 72,649 | 5,026.5 | 7 |
| 6552 | Land subdividers & developers n.e.c. | 17,228 | 155 | 173,395 | 11,525.2 | 41 |
| 6553 | Cemetery subdividers & developers | 4,557 | 2 | 40,033 | 4,043.4 | 1 |

## SIC 67 Holding & other investment offices

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 6712 | Bank-holding companies | 315 | 162 | 127,193 | 5,372.3 | 66 |
| 6719 | Holding companies n.e.c. | 1,211 | 214 | 203,654 | 15,211.0 | 53 |
| 6722 | Open-end management investment | 122 | 30 | 22,712 | 8,815.2 | 72 |
| 6726 | Investment offices n.e.c. | 63 | 9 | 4,836 | 3,135.8 | 53 |
| 6732 | Educational, religious, etc. trusts | 145 | 8 | 9,923 | 811.9 | 47 |
| 6733 | Trusts n.e.c. | 23 | 1 | 679 | 32.0 | 28 |
| 6792 | Oil- & gas-royalty traders | 30 |  | 376 | 110.7 | 0 |
| 6794 | Patent owners & lessors | 326 | 39 | 16,878 | 3,292.7 | 63 |
| 6799 | Investors n.e.c. | 734 | 18 | 12,365 | 28,398.5 | 45 |

# SERVICES

## SIC 70 Hotels & other lodging places

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7011 | Hotels & motels | 60,377 | 2,163 | 1,360,896 | 46,234.3 | 34 |
| 7021 | Rooming & boarding houses | 463 |  | 2,801 | 57.2 | 0 |
| 7032 | Sporting & recreational camps | 3,933 |  | 24,997 | 2,623.1 | 0 |
| 7033 | Recreational-vehicle parks & campsites | 4,280 | 2 | 23,382 | 1,871.4 | 1 |
| 7041 | Membership-basis organization hotels | 2,651 | 1 | 16,627 | 345.5 | 0 |

## SIC 72 Personal services

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7211 | Power laundries, family & commercial | 6,827 | 29 | 78,830 | 1,967.1 | 13 |
| 7212 | Garment pressing & cleaners' agents | 23,842 | 1 | 122,783 | 3,909.4 | 0 |
| 7213 | Linen supply | 1,655 | 57 | 43,011 | 1,559.5 | 42 |
| 7215 | Coin-operated laundries & dry cleaning | 11,957 |  | 50,886 | 2,267.4 | 0 |
| 7216 | Dry cleaning plants, except rug | 5,793 | 10 | 52,166 | 1,326.3 | 5 |
| 7217 | Carpet & upholstery cleaning | 13,978 | 1 | 71,536 | 2,353.1 | 0 |
| 7218 | Industrial launderers | 638 | 21 | 16,765 | 686.2 | 37 |
| 7219 | Laundry & garment services n.e.c. | 5,189 | 7 | 37,630 | 1,177.0 | 4 |
| 7221 | Photographic portrait studios | 11,281 | 7 | 67,898 | 2,740.0 | 4 |
| 7231 | Beauty shops | 164,568 | 6 | 661,434 | 15,643.3 | 1 |
| 7241 | Barber shops | 34,988 |  | 114,138 | 5,012.3 | 0 |
| 7251 | Shoe-repair shops & shoeshine parlors | 5,672 |  | 18,612 | 89.5 | 0 |
| 7261 | Funeral service & crematories | 21,186 | 3 | 110,739 | 7,111.2 | 0 |
| 7291 | Tax-return preparation services | 20,236 | 1 | 182,194 | 6,006.2 | 0 |
| 7299 | Miscellaneous personal services n.e.c. | 7,571 | 19 | 81,523 | 2,706.1 | 9 |

1987 S&MM Estimate

## SIC 73 Business services

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7311 | Advertising agencies | 19,846 | 185 | 193,274 | 43,704.3 | 32 |
| 7312 | Outdoor-advertising services | 2,087 | 10 | 24,225 | 7,876.3 | 13 |
| 7313 | Radio, TV, & publisher representatives | 3,744 | 4 | 33,973 | 9,630.4 | 6 |
| 7319 | Advertising n.e.c. | 764 | 9 | 9,371 | 3,705.1 | 29 |
| 7322 | Adjustment & collection services | 5,193 | 4 | 63,286 | 1,779.6 | 27 |
| 7323 | Credit reporting services | 2,061 | 7 | 24,314 | 705.6 | 25 |
| 7331 | Direct-mail advertising services | 4,102 | 65 | 72,318 | 2,981.3 | 31 |
| 7334 | Photocopying & duplicating services | 6,763 | 11 | 56,329 | 2,161.5 | 23 |
| 7335 | Commercial photography | 18,536 | 4 | 122,817 | 6,508.9 | 1 |
| 7336 | Commercial art & graphic design | 11,665 | 15 | 82,795 | 4,541.3 | 3 |
| 7338 | Secretarial & court-reporting services | 12,374 | 1 | 72,037 | 2,514.8 | 0 |
| 7342 | Disinfecting & pest-control services | 14,636 | 14 | 114,749 | 4,217.4 | 3 |
| 7349 | Building maintenance services n.e.c. | 29,722 | 167 | 384,790 | 6,635.3 | 27 |
| 7352 | Medical equipment rental | 13 |  | 377 | 54.3 | 0 |
| 7353 | Heavy construction equipment rental | 5,765 | 5 | 47,270 | 3,256.6 | 2 |
| 7359 | Equipment rental & leasing n.e.c. | 13,164 | 55 | 130,488 | 9,274.1 | 17 |
| 7361 | Employment agencies | 16,430 | 33 | 188,092 | 3,846.2 | 15 |
| 7363 | Help supply services | 6,093 | 36 | 102,785 | 944.8 | 26 |
| 7371 | Computer programming services | 1,337 | 55 | 32,400 | 2,542.3 | 66 |
| 7372 | Prepackaged software | 6,253 | 176 | 122,032 | 12,319.3 | 70 |
| 7373 | Computer integrated systems design | 596 | 40 | 22,806 | 2,387.1 | 84 |
| 7374 | Computer processing & data preparation | 13,976 | 216 | 255,302 | 19,161.6 | 40 |
| 7375 | Information retrieval services | 26 | 6 | 3,624 | 345.3 | 65 |
| 7376 | Computer-facility management services | 37 | 7 | 2,802 | 224.4 | 59 |
| 7377 | Computer rental & leasing | 127 | 7 | 3,103 | 284.5 | 70 |
| 7378 | Computer maintenance & repair | 1,795 | 11 | 15,835 | 931.0 | 31 |
| 7379 | Computer-related services n.e.c. | 10,491 | 141 | 152,180 | 10,287.2 | 54 |
| 7381 | Detective & armored-car services | 10,378 | 72 | 153,757 | 2,317.2 | 48 |
| 7382 | Security-systems services | 85 | 37 | 19,318 | 260.5 | 77 |
| 7383 | News syndicates | 129 | 2 | 2,218 | 161.5 | 60 |
| 7384 | Photofinishing laboratories | 10,753 | 65 | 139,398 | 4,181.3 | 27 |
| 7389 | Business services n.e.c. | 64,392 | 174 | 668,191 | 22,649.7 | 14 |

## SIC 75 Auto repair, services, & parking

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7513 | Truck rental & leasing, no drivers | 5,197 | 18 | 67,655 | 5,999.6 | 22 |
| 7514 | Passenger-car rental | 10,124 | 12 | 104,822 | 7,439.4 | 7 |
| 7515 | Passenger-car leasing | 58 | 9 | 3,831 | 375.6 | 61 |
| 7519 | Utility-trailer rental | 2,099 | 1 | 13,491 | 1,166.8 | 1 |
| 7521 | Automobile parking | 3,496 | 11 | 29,734 | 1,401.2 | 12 |
| 7532 | Top & body repair & paint shops | 56,558 |  | 260,435 | 13,312.6 | 0 |
| 7533 | Automotive exhaust-system repair shops | 6,591 |  | 31,628 | 1,904.9 | 0 |
| 7534 | Tire retreading & repair shops | 2,003 | 8 | 17,021 | 1,307.0 | 14 |
| 7536 | Automotive glass replacement shops | 2,673 | 1 | 13,360 | 807.3 | 1 |
| 7537 | Automotive transmission repair shops | 9,019 |  | 43,026 | 2,592.5 | 0 |
| 7538 | General automotive repair shops | 103,124 | 14 | 406,664 | 23,326.2 | 1 |
| 7539 | Automotive repair shops n.e.c. | 22,008 | 7 | 107,542 | 6,488.4 | 1 |
| 7542 | Carwashes | 10,012 | 1 | 79,437 | 2,201.7 | 0 |
| 7549 | Automotive services n.e.c. | 17,143 | 1 | 98,398 | 4,553.8 | 0 |

## SIC 76 Miscellaneous repair

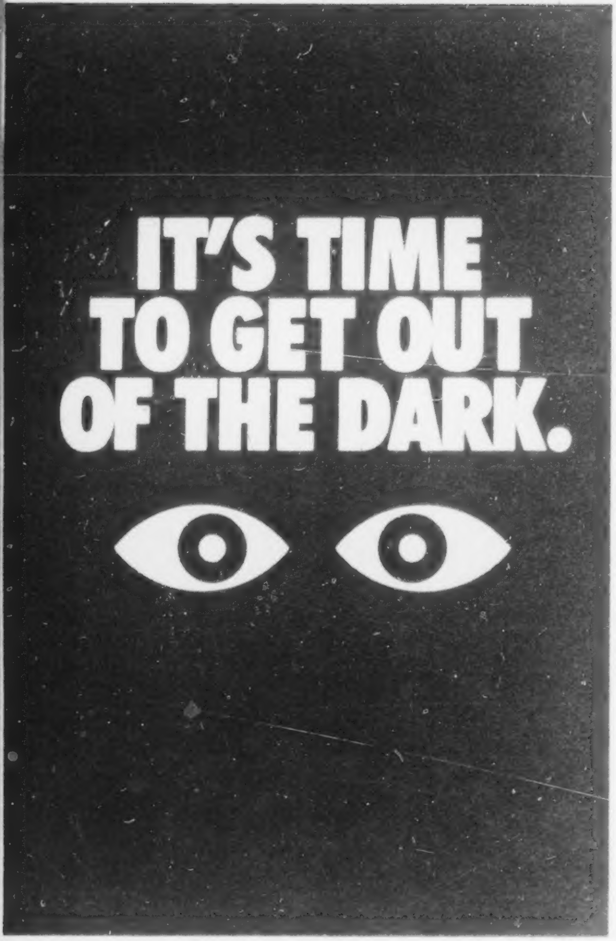
| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7622 | Radio & television repair | 18,382 | 5 | 83,537 | 3,965.9 | 1 |
| 7623 | Refrigeration service & repair | 6,136 | 4 | 31,306 | 2,075.3 | 1 |
| 7629 | Electrical repair shops n.e.c. | 13,002 | 25 | 84,765 | 5,021.8 | 13 |
| 7631 | Watch, clock, & jewelry repair | 4,347 | 1 | 19,594 | 822.1 | 2 |
| 7641 | Reupholstery & furniture repair | 21,116 | 3 | 78,558 | 2,888.2 | 1 |
| 7692 | Welding repair | 14,772 | 5 | 79,425 | 3,945.5 | 2 |
| 7694 | Armature rewinding shops | 1,104 | 9 | 14,875 | 1,136.4 | 16 |
| 7699 | Repair services n.e.c. | 42,966 | 19 | 242,483 | 14,457.1 | 3 |

## SIC 78 Motion pictures

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7812 | Motion-picture & video-tape production | 8,158 | 41 | 99,398 | 7,707.4 | 42 |
| 7819 | Services allied to motion pictures | 847 | 12 | 16,387 | 946.4 | 29 |
| 7822 | Motion-picture & tape distribution | 1,150 | 19 | 16,995 | 5,491.0 | 37 |
| 7829 | Motion-picture distribution services | 62 | 1 | 731 | 60.5 | 21 |
| 7832 | Non-drive-in motion-picture theaters | 9,958 | 35 | 137,769 | 5,878.1 | 15 |
| 7833 | Drive-in motion-picture theaters | 514 | 1 | 4,181 | 166.5 | 4 |
| 7841 | Video-tape rental | 4,109 | 1 | 27,141 | 2,017.8 | 1 |

## SIC 79 Amusement & recreation

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7911 | Dance studios, schools, & halls | 9,138 | 1 | 61,151 | 1,228.6 | 0 |
| 7922 | Theatrical producers & services | 3,946 | 10 | 44,765 | 3,074.3 | 5 |
| 7929 | Entertainers & entertainment groups | 4,412 | 74 | 49,954 | 2,717.1 | 14 |
| 7933 | Bowling centers | 6,856 | 5 | 88,503 | 1,620.4 | 2 |
| 7941 | Professional sports clubs & promoters | 1,297 | 25 | 19,652 | 1,218.9 | 20 |



Open your eyes and see just how many subjects are covered in the new edition of the Consumer Information Catalog. It's free just for the asking and so are nearly half of the 200 federal publications described inside. Booklets on subjects like financial and career planning; eating right, exercising, and staying healthy; housing and child care; federal benefit programs. Just about everything you would need to know. Write today. We'll send you the latest edition of the Consumer Information Catalog, which is updated and published quarterly. It'll be a great help, you'll see. Just write:

**Consumer Information Center**
**Department TD**
**Pueblo, Colorado 81009**

A public service of this publication
and the Consumer Information Center of the
U.S. General Services Administration

## U.S. TOTALS

1987 S&MM Estimate

| SIC | Industry | Establishments Total | Establishments Large | Employment | Shipments/ Receipts ($ Mil.) | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Amusement & recreation** (cont.) | | | | | | |
| 7948 | Racing, including track operation | 610 | 29 | 21,906 | 1,766.0 | 68 |
| 7991 | Physical-fitness facilities | 15,285 | 6 | 151,043 | 4,696.1 | 1 |
| 7992 | Public golf courses | 3,642 | | 27,584 | 1,328.2 | 0 |
| 7993 | Coin-operated amusement devices | 21 | 7 | 4,989 | 659.2 | 99 |
| 7996 | Amusement parks | 6,665 | 33 | 100,647 | 5,234.3 | 52 |
| 7997 | Membership sports & recreation clubs | 6,829 | 23 | 94,726 | 2,253.1 | 4 |
| 7999 | Amusement & recreation services n.e.c. | 20,673 | 42 | 203,065 | 5,816.7 | 10 |
| **SIC 80 Health** | | | | | | |
| 8011 | Offices & clinics of medical doctors | 205,621 | 52 | 1,195,386 | 67,362.5 | 2 |
| 8021 | Offices & clinics of dentists | 110,813 | 2 | 477,102 | 26,044.2 | 0 |
| 8031 | Offices of osteopathic physicians | 20 | | 81 | 4.1 | 0 |
| 8041 | Offices & clinics of chiropractors | 564 | | 3,072 | 79.6 | 0 |
| 8042 | Offices & clinics of optometrists | 21,251 | 1 | 73,844 | 4,424.9 | 1 |
| 8043 | Offices & clinics of podiatrists | 10,234 | | 41,552 | 1,680.6 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 53,978 | 3 | 291,773 | 9,240.4 | 1 |
| 8051 | Skilled-nursing-care facilities | 170 | 79 | 30,572 | 1,099.4 | 79 |
| 8059 | Nursing & personal care n.e.c. | 23,255 | 1,704 | 664,305 | 6,572.6 | 64 |
| 8062 | General medical & surgical hospitals | 7,070 | 4,822 | 3,626,139 | 212,021.2 | 98 |
| 8063 | Psychiatric hospitals | 381 | 326 | 189,369 | 10,156.0 | 98 |
| 8069 | Nonpsychiatric specialty hospitals | 113 | 87 | 63,157 | 3,253.8 | 98 |
| 8071 | Medical laboratories | 5,854 | 36 | 72,296 | 4,342.3 | 27 |
| 8072 | Dental laboratories | 10,203 | 6 | 59,148 | 2,331.4 | 1 |
| 8082 | Home-health-care services | 25 | 10 | 2,921 | 53.7 | 78 |
| 8093 | Specialty outpatient clinics n.e.c. | 15,686 | 2 | 199,344 | 2,946.2 | 1 |
| 8099 | Health & allied services n.e.c. | 2,123 | 10 | 29,466 | 415.5 | 21 |
| **SIC 81 Legal services** | | | | | | |
| 8111 | Legal services | 171,827 | 604 | 834,677 | 60,972.0 | 16 |
| **SIC 82 Education** | | | | | | |
| 8211 | Elementary & secondary schools | 89,545 | 63 | 1,686,290 | 62,358.6 | 22 |
| 8221 | Colleges & universities | 2,477 | 1,290 | 942,283 | 46,794.1 | 96 |
| 8222 | Junior colleges & technical institutes | 1,241 | 525 | 244,765 | 8,311.0 | 92 |
| 8231 | Libraries | 22,102 | 198 | 222,146 | 8,505.1 | 26 |
| 8243 | Data processing schools | 49 | 4 | 1,884 | 108.3 | 77 |
| 8244 | Business & secretarial schools | 1,454 | 2 | 15,476 | 632.1 | 7 |
| 8249 | Vocational schools n.e.c. | 2,601 | 15 | 28,982 | 1,841.9 | 16 |
| 8299 | Schools & educational services n.e.c. | 15,737 | 16 | 163,242 | 6,566.2 | 3 |
| **SIC 83 Social services** | | | | | | |
| 8322 | Individual & family social services | 68,485 | 66 | 656,846 | 13,296.6 | 5 |
| 8331 | Job training & related services | 1,483 | 38 | 33,447 | 1,069.9 | 39 |
| 8351 | Child day-care services | 57,088 | 3 | 602,899 | 7,447.9 | 0 |
| 8361 | Residential care | 127 | 43 | 26,791 | 627.7 | 92 |
| 8399 | Social services n.e.c. | 1,259 | 13 | 19,847 | 767.7 | 24 |
| **SIC 84 Museums, botanical gardens, & zoos** | | | | | | |
| 8412 | Museums & art galleries | 9,837 | 29 | 101,305 | 2,648.8 | 13 |
| 8422 | Botanical & zoological gardens | 150 | 17 | 7,625 | 225.3 | 60 |
| **SIC 86 Membership organizations** | | | | | | |
| 8611 | Business associations | 8,629 | 56 | 74,097 | 5,010.8 | 19 |
| 8621 | Professional membership organizations | 2,366 | 43 | 36,005 | 1,882.6 | 33 |
| 8631 | Labor organizations | 14,633 | 36 | 137,941 | 4,138.5 | 10 |
| 8641 | Civic & social associations | 47,910 | 32 | 482,451 | 12,684.7 | 2 |
| 8651 | Political organizations | 1,875 | | 9,641 | 426.8 | 0 |
| 8661 | Religious organizations | 194,160 | 23 | 2,023,937 | 54,012.3 | 0 |
| 8699 | Membership organizations n.e.c. | 77 | 18 | 8,023 | 271.4 | 85 |
| **SIC 87 Engineering & management services** | | | | | | |
| 8711 | Engineering services | 35,355 | 405 | 550,073 | 31,111.8 | 35 |
| 8712 | Architectural services | 22,937 | 43 | 226,681 | 12,483.2 | 5 |
| 8713 | Surveying services | 10,113 | 24 | 87,878 | 4,742.7 | 5 |
| 8721 | Accounting, auditing, & bookkeeping | 68,821 | 206 | 518,545 | 28,151.2 | 15 |
| 8731 | Commercial physical research | 3,363 | 312 | 211,543 | 10,272.0 | 87 |
| 8732 | Commercial nonphysical research | 3,734 | 15 | 40,775 | 2,364.9 | 19 |
| 8733 | Noncommercial research organizations | 1,370 | 60 | 77,021 | 4,171.9 | 83 |
| 8734 | Testing laboratories | 3,166 | 44 | 48,967 | 1,633.5 | 35 |
| 8741 | Management services | 19,234 | 15 | 181,534 | 9,619.8 | 9 |
| 8742 | Management consulting services | 16,660 | 51 | 160,037 | 8,984.0 | 10 |
| 8743 | Public-relations services | 7,311 | 14 | 69,155 | 3,791.0 | 8 |
| 8744 | Facilities-support management services | 32 | 18 | 39,483 | 2,525.7 | 99 |
| 8748 | Business consulting services n.e.c. | 14,136 | 139 | 182,975 | 11,463.2 | 38 |
| **SIC 89 Miscellaneous services** | | | | | | |
| 8999 | Services n.e.c. | 6,675 | 9 | 33,056 | 2,092.5 | 11 |

SECTION III

# 1987 STATE & COUNTY TOTALS

# DEFINING THE DATA: A SAMPLE TABLE FOR STATE & COUNTY TOTALS

1987 S&MM Estimate

| A | C | B | D | E | F | G | H |
|---|---|---|---|---|---|---|---|
| County SIC |  | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
| **Kalamazoo** |  | **All mfg. & svcs.** | **3,429** | **72** | **5,027.2** | **.0878** | **56** |
| 2621 | Paper mills |  | 7 | 4 | 299.0 | 1.3015 | 94 |
| 3465 | Automotive stampings |  | 1 | 1 | 553.5 | 3.4472 | 100 |
| *8062* | *General medical & surgical hospitals* |  | *5* | *2* | *236.2* | *.1114* | *98* |

**A.** A **County** containing at least one establishment in any of the 4-digit SIC industries described in Section II is listed alphabetically under its home state. In each of these counties, individual 4-digit industries with an aggregate employment of 2,000 or more are also listed below the county name. S&MM's *Survey of Industrial & Commercial Buying Power* identifies such industries at the 4-digit level of the government's Standard Industrial Classification system, since this is the level of detail most often used by marketers.

**B.** The **All Mfg. & Svcs.** line that appears for each county listed refers to the combined totals for all establishments in the following manufacturing and non-manufacturing industries: SICs 20-39 (manufacturing); 40-49 (transportation, communications & public utilities); 60-67 (finance, insurance & real estate); and 70-89 (services). If there are no 4-digit industries with a total of 2,000 or more employees in a particular county, only the "All Mfg. & Svcs." line will appear.

NOTE: The *Survey*'s definition of "services" in this case is broader than the government's classification (SICs 70-89), encompassing SICs 40-49 and 60-67, since they are usually considered by marketers to be service-related industries. Totals for agriculture, mining, and construction (SICs 01-17) and wholesale and retail trade (SICs 50-59) have been eliminated from this line, allowing for a more accurate depiction of a county's industrial activity. For readers interested in consumer-market data, figures on retail trade can be found in Sales & Marketing Management's *Survey of Buying Power*.

CAUTION: Although the "All Mfg. & Svcs." totals for counties *will* add up to the U.S. total figures at the end of this section, individual 4-digit SIC totals for counties *will not* add up to the U.S. totals shown in Section II, since an industry will not appear under a county if it has an aggregate employment of less than 2,000 employees.

**C.** The 4-digit **SIC** codes and their descriptions listed under a county name indicate that this **Industry** has an aggregate employment of 2,000 or more people in that county. *Non-manufacturing entries are printed in italics.* A more complete listing of all SIC industries and their titles can be found in the *Standard Industrial Classification Manual* (National Technical Information Service, Springfield, VA 22161).

NOTE: SIC codes and industry titles conform to the newly revised Standard Industrial Classification definitions released by the federal government on January 1, 1987.

**D.** **Total Establishments** shows the number of business locations in a county, with an establishment defined as "a single physical location where business is conducted or where services or industrial operations are performed." Thus, establishments should not be confused with enterprises (companies or products), which may consist of one or more separate establishments, depending on the actual number of physical locations involved.

Where distinct and separate economic activities are performed at a single location, each individual activity is counted as an establishment, in accordance with the guidelines on classification in the *Standard Industrial Classification Manual.*

**E.** A **Large Establishment** is a location with 100 or more employees. Since these establishments generally account for a greater share of a county's total business activity, a separate total of such establishments is provided because they are most often considered the key selling prospects in a county.

**F.** The total **Shipments/Receipts** figure reflects the dollar value of all goods produced or services provided. The term shipments is commonly used to denote manufacturing output, while receipts pertain to non-manufacturing industries. All figures are shown in millions of dollars. For a more in-depth discussion of how these totals are calculated, readers should refer to the highlight entitled "Defining Shipments/Receipts" in Section I.

**G.** The figure showing the **% of U.S. Shipments/Receipts** indicates a county's relative importance in a specific SIC industry or in the area of "All Mfg. & Svcs." These ratios make it easier for marketers to pinpoint those counties that are most important to their particular product or service. It should be noted, however, that the percentages listed for "All Mfg. & Svcs." pertain to a county's share of total U.S. shipments/receipts, whereas the figures for 4-digit SICs refer to the county's share of the U.S. total *in that industry only.*

**H.** The **% in Large Establishments** figure shows the portion of business volume accounted for by large establishments (those with 100 or more employees), providing a general indication of the necessary level of sales coverage. For example, if 95% of shipments/receipts are produced in large establishments, then fewer salespeople are required, since targeting can be limited to large establishments without sacrificing coverage.

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | |
| **Autauga** | All mfg. & svcs. | 306 | 7 | 488.5 | .0085 | 46 |
| **Baldwin** | All mfg. & svcs. | 1,422 | 20 | 1,147.2 | .0200 | 33 |
| **Barbour** | All mfg. & svcs. | 309 | 13 | 558.0 | .0097 | 64 |
| **Bibb** | All mfg. & svcs. | 109 | 3 | 116.0 | .0020 | 32 |
| **Blount** | All mfg. & svcs. | 248 | 3 | 195.2 | .0034 | 16 |
| **Bullock** | All mfg. & svcs. | 98 | 2 | 180.8 | .0032 | 57 |
| **Butler** | All mfg. & svcs. | 225 | 7 | 555.0 | .0097 | 74 |
| 2399 | Fabricated textile products n.e.c. | 1 | 1 | 313.7 | 6.5584 | 100 |
| **Calhoun** | All mfg. & svcs. | 1,302 | 37 | 1,901.1 | .0332 | 63 |
| **Chambers** | All mfg. & svcs. | 376 | 14 | 596.7 | .0104 | 72 |
| 2211 | Cotton-weaving mills | 6 | 6 | 296.5 | 5.1554 | 100 |
| **Cherokee** | All mfg. & svcs. | 170 | 3 | 141.6 | .0025 | 23 |
| **Chilton** | All mfg. & svcs. | 251 | 7 | 261.0 | .0046 | 35 |
| **Choctaw** | All mfg. & svcs. | 167 | 5 | 517.9 | .0090 | 83 |
| **Clarke** | All mfg. & svcs. | 315 | 7 | 405.3 | .0071 | 44 |
| **Clay** | All mfg. & svcs. | 141 | 7 | 188.0 | .0033 | 60 |
| **Cleburne** | All mfg. & svcs. | 85 | 4 | 136.4 | .0024 | 63 |
| **Coffee** | All mfg. & svcs. | 478 | 15 | 555.6 | .0097 | 56 |
| **Colbert** | All mfg. & svcs. | 710 | 14 | 1,741.7 | .0304 | 68 |
| 3353 | Aluminum sheet, plate, & foil | 1 | 1 | 341.9 | 5.7731 | 100 |
| **Conecuh** | All mfg. & svcs. | 146 | 3 | 166.5 | .0029 | 48 |
| **Coosa** | All mfg. & svcs. | 61 | 3 | 98.6 | .0017 | 70 |
| **Covington** | All mfg. & svcs. | 506 | 16 | 706.2 | .0123 | 54 |
| **Crenshaw** | All mfg. & svcs. | 113 | 4 | 108.8 | .0019 | 32 |
| **Cullman** | All mfg. & svcs. | 650 | 19 | 747.6 | .0131 | 53 |
| **Dale** | All mfg. & svcs. | 490 | 14 | 642.0 | .0112 | 45 |
| **Dallas** | All mfg. & svcs. | 478 | 20 | 784.3 | .0137 | 58 |
| **De Kalb** | All mfg. & svcs. | 627 | 24 | 706.3 | .0123 | 49 |
| **Elmore** | All mfg. & svcs. | 398 | 9 | 498.0 | .0087 | 52 |
| **Escambia** | All mfg. & svcs. | 533 | 8 | 704.7 | .0123 | 36 |
| **Etowah** | All mfg. & svcs. | 1,393 | 21 | 1,670.1 | .0292 | 40 |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 338.5 | 1.2346 | 99 |
| **Fayette** | All mfg. & svcs. | 158 | 7 | 262.5 | .0046 | 50 |
| **Franklin** | All mfg. & svcs. | 309 | 12 | 434.4 | .0076 | 46 |
| **Geneva** | All mfg. & svcs. | 228 | 5 | 175.8 | .0031 | 30 |
| **Greene** | All mfg. & svcs. | 74 | 1 | 43.8 | .0008 | 13 |
| **Hale** | All mfg. & svcs. | 96 | 5 | 151.4 | .0026 | 59 |
| **Henry** | All mfg. & svcs. | 176 | 3 | 207.6 | .0036 | 35 |
| **Houston** | All mfg. & svcs. | 1,280 | 23 | 1,585.9 | .0277 | 51 |
| **Jackson** | All mfg. & svcs. | 527 | 13 | 1,737.3 | .0304 | 86 |
| **Jefferson** | All mfg. & svcs. | 9,724 | 211 | 22,165.3 | .3873 | 71 |
| 3317 | Steel pipe & tubes | 7 | 4 | 248.5 | 4.4631 | 96 |
| 3321 | Gray- & ductile-iron foundries | 14 | 5 | 133.6 | 1.2951 | 81 |
| 3491 | Industrial valves | 1 | 1 | 34.0 | .9325 | 100 |
| *4213* | *Nonlocal trucking* | *136* | *3* | *362.8* | *.6064* | *37* |
| *4813* | *Nonradio telephone communications* | *16* | *2* | *4,933.2* | *4.9765* | *98* |
| *4911* | *Electric services* | *3* | *2* | *1,801.4* | *1.2371* | *99* |
| *6311* | *Life insurance* | *14* | *4* | *1,594.9* | *1.3401* | *93* |
| *6411* | *Insurance agents, brokers, & service* | *545* | | *284.0* | *.3252* | *0* |
| *6531* | *Real-estate agents & managers* | *382* | | *223.7* | *.2527* | *0* |
| *7011* | *Hotels & motels* | *71* | *2* | *59.1* | *.1278* | *22* |
| *8011* | *Offices & clinics of medical doctors* | *687* | | *319.8* | *.4747* | *0* |
| *8062* | *General medical & surgical hospitals* | *18* | *15* | *835.6* | *.3941* | *99* |
| *8111* | *Legal services* | *479* | *2* | *202.6* | *.3323* | *10* |
| *8211* | *Elementary & secondary schools* | *263* | *4* | *545.1* | *.8741* | *71* |
| *8351* | *Child day-care services* | *160* | | *32.0* | *.4297* | *0* |
| *8661* | *Religious organizctions* | *954* | | *381.9* | *.7071* | *0* |
| *8711* | *Engineering services* | *103* | *2* | *419.0* | *1.3468* | *85* |
| **Lamar** | All mfg. & svcs. | 155 | 11 | 231.6 | .0040 | 62 |
| **Lauderdale** | All mfg. & svcs. | 920 | 18 | 840.1 | .0147 | 49 |
| **Lawrence** | All mfg. & svcs. | 190 | 4 | 354.1 | .0062 | 63 |
| **Lee** | All mfg. & svcs. | 874 | 14 | 1,727.0 | .0302 | 64 |
| 2211 | Cotton-weaving mills | 2 | 2 | 181.8 | 3.1610 | 100 |
| 3949 | Sporting & athletic goods n.e.c. | 2 | 1 | 216.0 | 4.6942 | 99 |
| **Limestone** | All mfg. & svcs. | 422 | 12 | 511.9 | .0089 | 56 |
| **Lowndes** | All mfg. & svcs. | 53 | 2 | 51.7 | .0009 | 31 |
| **Macon** | All mfg. & svcs. | 231 | 3 | 226.4 | .0040 | 51 |
| **Madison** | All mfg. & svcs. | 3,115 | 66 | 5,062.8 | .0885 | 63 |
| 3571 | Electronic computers | 1 | 1 | 557.2 | 2.9122 | 100 |
| 3671 | Electron tubes | 2 | 2 | 147.0 | 4.4895 | 100 |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *235.4* | *.1110* | *100* |
| *8211* | *Elementary & secondary schools* | *73* | *2* | *131.5* | *.2109* | *67* |
| *8661* | *Religious organizations* | *226* | | *67.8* | *.1255* | *0* |
| *8711* | *Engineering services* | *48* | *1* | *50.7* | *.1630* | *25* |
| **Marengo** | All mfg. & svcs. | 244 | 6 | 468.1 | .0082 | 46 |
| **Marion** | All mfg. & svcs. | 357 | 19 | 555.3 | .0097 | 60 |
| **Marshall** | All mfg. & svcs. | 842 | 34 | 1,628.0 | .0284 | 63 |
| 2015 | Poultry slaughtering & processing | 6 | 5 | 116.4 | 1.0317 | 100 |
| **Mobile** | All mfg. & svcs. | 4,782 | 85 | 6,388.0 | .1116 | 51 |
| 2621 | Paper mills | 2 | 2 | 463.9 | 2.0192 | 100 |
| *4491* | *Marine cargo handling* | *27* | *6* | *130.1* | *4.6795* | *70* |
| *7011* | *Hotels & motels* | *61* | *3* | *113.8* | *.2461* | *53* |
| *8011* | *Offices & clinics of medical doctors* | *278* | | *129.2* | *.1918* | *0* |
| *8062* | *General medical & surgical hospitals* | *8* | *7* | *363.3* | *.1714* | *99* |
| *8211* | *Elementary & secondary schools* | *129* | *2* | *218.6* | *.3506* | *66* |
| *8661* | *Religious organizations* | *410* | | *123.0* | *.2277* | *0* |
| **Monroe** | All mfg. & svcs. | 229 | 11 | 411.8 | .0072 | 54 |
| **Montgomery** | All mfg. & svcs. | 3,137 | 75 | 4,402.5 | .0769 | 52 |
| *8062* | *General medical & surgical hospitals* | *7* | *6* | *241.0* | *.1137* | *100* |
| *8661* | *Religious organizations* | *251* | | *100.4* | *.1859* | *0* |
| **Morgan** | All mfg. & svcs. | 1,291 | 35 | 3,322.6 | .0580 | 77 |
| *4911* | *Electric services* | *5* | *2* | *483.0* | *.3317* | *92* |
| **Perry** | All mfg. & svcs. | 97 | 3 | 105.3 | .0018 | 32 |
| **Pickens** | All mfg. & svcs. | 196 | 5 | 189.0 | .0033 | 30 |
| **Pike** | All mfg. & svcs. | 331 | 7 | 482.3 | .0084 | 35 |
| **Randolph** | All mfg. & svcs. | 189 | 7 | 242.0 | .0042 | 49 |
| **Russell** | All mfg. & svcs. | 517 | 9 | 419.1 | .0073 | 37 |
| **St. Clair** | All mfg. & svcs. | 357 | 8 | 407.8 | .0071 | 38 |
| **Shelby** | All mfg. & svcs. | 584 | 19 | 770.0 | .0135 | 42 |
| **Sumter** | All mfg. & svcs. | 134 | 6 | 213.9 | .0037 | 48 |
| **Talladega** | All mfg. & svcs. | 728 | 23 | 1,219.0 | .0213 | 65 |
| 2611 | Pulp mills | 1 | 1 | 390.3 | 7.5113 | 100 |
| **Tallapoosa** | All mfg. & svcs. | 393 | 15 | 667.1 | .0117 | 61 |
| **Tuscaloosa** | All mfg. & svcs. | 1,478 | 24 | 2,389.0 | .0417 | 64 |
| 3011 | Tires & inner tubes | 1 | 1 | 412.2 | 5.2192 | 100 |
| *8063* | *Psychiatric hospitals* | *2* | *2* | *148.0* | *1.4573* | *100* |
| *8221* | *Colleges & universities* | *3* | *2* | *177.0* | *.3783* | *99* |
| **Walker** | All mfg. & svcs. | 687 | 11 | 650.6 | .0114 | 39 |
| **Washington** | All mfg. & svcs. | 122 | 4 | 548.4 | .0096 | 84 |
| **Wilcox** | All mfg. & svcs. | 131 | 3 | 1,364.2 | .0238 | 84 |
| **Winston** | All mfg. & svcs. | 237 | 13 | 354.1 | .0062 | 48 |
| **STATE TOTAL** | All mfg. & svcs. | 47,702 | 1,141 | 79,486.8 | 1.3887 | 61 |
| **ALASKA** | | | | | | |
| **Aleutian Islands** | All mfg. & svcs. | 65 | 1 | 81.4 | .0014 | 25 |
| **Anchorage** | All mfg. & svcs. | 4,535 | 13 | 4,101.2 | .0717 | 22 |
| *8711* | *Engineering services* | *157* | *1* | *136.9* | *.4400* | *12* |
| **Bethel** | All mfg. & svcs. | 146 | 2 | 102.0 | .0018 | 22 |
| **Bristol Bay** | All mfg. & svcs. | 5 | | 2.9 | .0001 | 0 |
| **Dillingham** | All mfg. & svcs. | 29 | 1 | 24.6 | .0004 | 28 |
| **Fairbanks North Star** | All mfg. & svcs. | 1,463 | 7 | 1,106.6 | .0193 | 17 |
| **Haines** | All mfg. & svcs. | 74 | | 60.9 | .0011 | 0 |
| **Juneau** | All mfg. & svcs. | 714 | 3 | 679.1 | .0119 | 37 |
| **Kenai Peninsula** | All mfg. & svcs. | 1,019 | 3 | 824.2 | .0144 | 22 |
| **Ketchikan Gateway** | All mfg. & svcs. | 378 | 1 | 227.9 | .0040 | 4 |
| **Kodiak Island** | All mfg. & svcs. | 263 | | 135.8 | .0024 | 0 |
| **Matanuska - Susitna** | All mfg. & svcs. | 701 | 2 | 387.0 | .0068 | 36 |
| **Nome** | All mfg. & svcs. | 114 | 1 | 113.1 | .0020 | 8 |
| **North Slope** | All mfg. & svcs. | 54 | | 44.5 | .0008 | 0 |
| **Northwest Arctic** | All mfg. & svcs. | 90 | 1 | 103.6 | .0018 | 27 |
| **Prince of Wales - Outer Ketchikan** | All mfg. & svcs. | 35 | | 17.1 | .0003 | 0 |
| **Sitka** | All mfg. & svcs. | 239 | 2 | 154.9 | .0027 | 17 |
| **Skagway - Yakutat - Angoon** | All mfg. & svcs. | 80 | | 74.3 | .0013 | 0 |
| **Southeast Fairbanks** | All mfg. & svcs. | 60 | | 37.0 | .0006 | 0 |
| **Valdez - Cordova** | All mfg. & svcs. | 240 | | 161.7 | .0028 | 0 |
| **Wade Hampton** | All mfg. & svcs. | 24 | | 22.6 | .0004 | 0 |
| **Wrangell - Petersburg** | All mfg. & svcs. | 194 | | 104.9 | .0018 | 0 |
| **Yukon - Koyukuk** | All mfg. & svcs. | 81 | | 86.4 | .0015 | 0 |
| **STATE TOTAL** | All mfg. & svcs. | 10,603 | 37 | 8,653.7 | .1512 | 21 |
| **ARIZONA** | | | | | | |
| **Apache** | All mfg. & svcs. | 290 | 8 | 369.8 | .0065 | 55 |
| **Cochise** | All mfg. & svcs. | 1,220 | 10 | 767.1 | .0134 | 32 |
| **Coconino** | All mfg. & svcs. | 1,787 | 15 | 1,510.4 | .0264 | 41 |
| **Gila** | All mfg. & svcs. | 622 | 4 | 821.7 | .0144 | 60 |
| **Graham** | All mfg. & svcs. | 265 | 1 | 166.8 | .0029 | 6 |
| **Greenlee** | All mfg. & svcs. | 98 | 1 | 214.5 | .0037 | 64 |
| **La Paz** | All mfg. & svcs. | 281 | 1 | 180.2 | .0031 | 6 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Maricopa** | **All mfg. & svcs.** | **30,183** | **362** | **38,857.0** | **.6789** | **58** |
| 2434 | Wood kitchen cabinets | 122 | 1 | 96.4 | 1.6201 | 6 |
| 2711 | Newspapers | 69 | 4 | 228.1 | .8175 | 89 |
| 2752 | Commercial lithographic printing | 70 | 6 | 132.9 | .6014 | 63 |
| 2759 | Commercial printing n.e.c. | 268 |  | 95.8 | .7087 | 0 |
| 2841 | Soap & other detergents | 3 | 1 | 64.9 | .7449 | 91 |
| 2951 | Paving mixtures & blocks | 7 | 3 | 759.3 | 8.8439 | 94 |
| 3069 | Fabricated rubber products n.e.c. | 8 | 1 | 61.6 | 1.1255 | 93 |
| 3089 | Plastics products n.e.c. | 87 | 3 | 128.0 | .3929 | 34 |
| 3357 | Nonferrous wiredrawing & insulating | 3 | 2 | 639.0 | 6.8332 | 100 |
| 3571 | Electronic computers | 2 | 2 | 162.6 | .8498 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 11 | 4 | 868.6 | 3.0503 | 98 |
| 3599 | Industrial machinery n.e.c. | 250 |  | 238.1 | 1.2475 | 0 |
| 3674 | Semiconductors & related devices | 22 | 13 | 1,310.3 | 10.7133 | 99 |
| 3699 | Electrical equipment & supplies n.e.c. | 16 | 2 | 778.6 | 4.2165 | 93 |
| 3713 | Truck & bus bodies | 2 | 1 | 69.2 | .6926 | 97 |
| 3721 | Aircraft | 3 | 1 | 734.5 | 1.8567 | 98 |
| 3728 | Aircraft parts & equipment n.e.c. | 16 | 10 | 1,876.6 | 12.8030 | 99 |
| *4213* | *Nonlocal trucking* | *150* | *6* | *479.5* | *.8015* | *56* |
| *4225* | *General warehousing & storage* | *152* | *1* | *148.6* | *1.0791* | *7* |
| *4581* | *Airports, flying fields, & services* | *72* | *3* | *397.1* | *1.2938* | *84* |
| *4911* | *Electric services* | *10* | *5* | *2,082.2* | *1.4300* | *98* |
| *6021* | *National commercial banks* | *118* | *2* | *1,004.5* | *.8455* | *47* |
| *6022* | *State commercial banks* | *6* | *3* | *1,388.3* | *1.6707* | *99* |
| *6036* | *Nonfederal savings institutions* | *123* | *1* | *327.1* | *.3095* | *42* |
| *6211* | *Security brokers & dealers* | *122* |  | *752.3* | *.5681* | *0* |
| *6411* | *Insurance agents, brokers, & service* | *1,520* | *2* | *680.9* | *.7798* | *26* |
| *6513* | *Operators of apartment buildings* | *961* |  | *111.2* | *.9792* | *0* |
| *6531* | *Real-estate agents & managers* | *1,526* | *3* | *435.1* | *.4915* | *30* |
| *6552* | *Land subdividers & developers n.e.c.* | *383* | *5* | *671.1* | *5.8229* | *10* |
| *7011* | *Hotels & motels* | *353* | *31* | *544.6* | *1.1779* | *75* |
| *7231* | *Beauty shops* | *891* |  | *99.3* | *.6348* | *0* |
| *7291* | *Tax-return preparation services* | *206* |  | *77.9* | *1.2970* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *306* | *4* | *75.9* | *1.1439* | *29* |
| *7361* | *Employment agencies* | *163* |  | *44.7* | *1.1622* | *0* |
| *7374* | *Computer processing & data preparation* | *131* | *2* | *439.8* | *2.2952* | *73* |
| *7381* | *Detective & armored-car services* | *114* | *3* | *39.6* | *1.7090* | *69* |
| *7384* | *Photofinishing laboratories* | *145* |  | *25.4* | *.6075* | *0* |
| *7389* | *Business services n.e.c.* | *793* | *1* | *312.2* | *1.3784* | *2* |
| *7538* | *General automotive repair shops* | *589* |  | *176.0* | *.7545* | *0* |
| *7948* | *Racing, including track operation* | *12* | *3* | *112.3* | *6.3590* | *92* |
| *8011* | *Offices & clinics of medical doctors* | *1,970* |  | *536.3* | *.7961* | *0* |
| *8021* | *Offices & clinics of dentists* | *639* |  | *253.3* | *.9726* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *693* |  | *132.4* | *1.4328* | *0* |
| *8062* | *General medical & surgical hospitals* | *40* | *29* | *1,725.3* | *.8137* | *99* |
| *8111* | *Legal services* | *1,576* | *6* | *631.2* | *1.0352* | *17* |
| *8211* | *Elementary & secondary schools* | *455* | *1* | *279.4* | *.4481* | *2* |
| *8221* | *Colleges & universities* | *6* | *4* | *116.8* | *.2496* | *98* |
| *8641* | *Civic & social associations* | *393* |  | *119.7* | *.9437* | *0* |
| *8661* | *Religious organizations* | *1,159* |  | *349.3* | *.6467* | *0* |
| *8711* | *Engineering services* | *330* | *3* | *281.9* | *.9061* | *13* |
| *8712* | *Architectural services* | *306* | *1* | *193.3* | *1.5485* | *6* |
| *8721* | *Accounting, auditing, & bookkeeping* | *656* | *4* | *247.0* | *.8774* | *17* |
| *8748* | *Business consulting services n.e.c.* | *156* | *1* | *191.0* | *1.6662* | *60* |
| **Mohave** | **All mfg. & svcs.** | **966** | **10** | **892.2** | **.0156** | **51** |
| **Navajo** | **All mfg. & svcs.** | **859** | **4** | **495.9** | **.0087** | **18** |
| **Pima** | **All mfg. & svcs.** | **9,161** | **82** | **10,522.7** | **.1838** | **52** |
| 3571 | Electronic computers | 2 | 2 | 804.4 | 4.2042 | 100 |
| 3761 | Guided missiles & space vehicles | 1 | 1 | 1,070.4 | 8.2475 | 100 |
| *4581* | *Airports, flying fields, & services* | *22* | *1* | *342.9* | *1.1172* | *91* |
| *6531* | *Real-estate agents & managers* | *491* | *1* | *578.1* | *.6531* | *49* |
| *7011* | *Hotels & motels* | *127* | *12* | *117.5* | *.2541* | *66* |
| *8011* | *Offices & clinics of medical doctors* | *532* |  | *160.2* | *.2378* | *0* |
| *8062* | *General medical & surgical hospitals* | *16* | *11* | *1,153.2* | *.5439* | *99* |
| *8211* | *Elementary & secondary schools* | *192* |  | *107.4* | *.1722* | *0* |
| *8322* | *Individual & family social services* | *213* |  | *108.1* | *.8130* | *0* |
| *8351* | *Child day-care services* | *148* |  | *29.6* | *.3974* | *0* |
| *8661* | *Religious organiz n tions* | *345* |  | *103.5* | *.1916* | *0* |
| **Pinal** | **All mfg. & svcs.** | **1,225** | **12** | **1,256.3** | **.0219** | **54** |
| 3331 | Primary copper | 1 | 1 | 295.8 | 11.6654 | 100 |
| **Santa Cruz** | **All mfg. & svcs.** | **391** | **6** | **341.3** | **.0060** | **24** |
| **Yavapai** | **All mfg. & svcs.** | **1,718** | **12** | **973.8** | **.0170** | **30** |
| **Yuma** | **All mfg. & svcs.** | **1,162** | **2** | **715.5** | **.0125** | **9** |
| **STATE TOTAL** | **All mfg. & svcs.** | **50,228** | **530** | **58,085.2** | **1.0148** | **54** |

## ARKANSAS

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Arkansas** | **All mfg. & svcs.** | **341** | **7** | **549.0** | **.0096** | **58** |
| **Ashley** | **All mfg. & svcs.** | **306** | **5** | **289.3** | **.0051** | **32** |
| 2621 | Paper mills | 1 | 1 | 16.0 | .0696 | 100 |
| **Baxter** | **All mfg. & svcs.** | **651** | **7** | **801.4** | **.0140** | **68** |
| **Benton** | **All mfg. & svcs.** | **1,308** | **33** | **2,056.9** | **.0359** | **50** |
| 2015 | Poultry slaughtering & processing | 9 | 6 | 402.5 | 3.5674 | 98 |
| **Boone** | **All mfg. & svcs.** | **540** | **10** | **468.7** | **.0082** | **47** |
| **Bradley** | **All mfg. & svcs.** | **144** | **5** | **125.5** | **.0022** | **63** |
| **Calhoun** | **All mfg. & svcs.** | **52** |  | **28.9** | **.0005** | **0** |
| **Carroll** | **All mfg. & svcs.** | **337** | **3** | **417.1** | **.0073** | **70** |
| **Chicot** | **All mfg. & svcs.** | **203** | **3** | **140.3** | **.0025** | **15** |
| **Clark** | **All mfg. & svcs.** | **332** | **6** | **240.8** | **.0042** | **28** |
| **Clay** | **All mfg. & svcs.** | **242** | **7** | **268.1** | **.0047** | **32** |
| **Cleburne** | **All mfg. & svcs.** | **313** | **2** | **272.6** | **.0046** | **39** |
| **Cleveland** | **All mfg. & svcs.** | **56** |  | **38.6** | **.0007** | **0** |
| **Columbia** | **All mfg. & svcs.** | **355** | **9** | **388.7** | **.0068** | **51** |
| **Conway** | **All mfg. & svcs.** | **251** | **7** | **352.2** | **.0062** | **68** |
| **Craighead** | **All mfg. & svcs.** | **1,157** | **19** | **1,232.5** | **.0215** | **49** |
| **Crawford** | **All mfg. & svcs.** | **457** | **9** | **508.0** | **.0089** | **37** |
| **Crittenden** | **All mfg. & svcs.** | **696** | **11** | **781.0** | **.0136** | **46** |
| **Cross** | **All mfg. & svcs.** | **213** | **4** | **252.9** | **.0044** | **61** |
| **Dallas** | **All mfg. & svcs.** | **141** | **4** | **188.2** | **.0033** | **53** |
| **Desha** | **All mfg. & svcs.** | **273** | **6** | **215.3** | **.0038** | **42** |
| **Drew** | **All mfg. & svcs.** | **218** | **6** | **303.7** | **.0053** | **56** |
| **Faulkner** | **All mfg. & svcs.** | **687** | **17** | **904.8** | **.0158** | **63** |
| **Franklin** | **All mfg. & svcs.** | **161** | **3** | **247.1** | **.0043** | **49** |
| **Fulton** | **All mfg. & svcs.** | **125** | **2** | **100.2** | **.0018** | **18** |
| **Garland** | **All mfg. & svcs.** | **1,304** | **14** | **1,134.8** | **.0198** | **35** |
| 3143 | Men's nonathletic footwear | 1 | 1 | 104.0 | 4.0679 | 100 |
| **Grant** | **All mfg. & svcs.** | **123** | **5** | **108.5** | **.0019** | **50** |
| **Greene** | **All mfg. & svcs.** | **420** | **11** | **700.2** | **.0122** | **71** |
| **Hempstead** | **All mfg. & svcs.** | **315** | **5** | **348.9** | **.0061** | **45** |
| **Hot Spring** | **All mfg. & svcs.** | **314** | **8** | **385.1** | **.0067** | **50** |
| **Howard** | **All mfg. & svcs.** | **207** | **8** | **505.4** | **.0088** | **82** |
| **Independence** | **All mfg. & svcs.** | **444** | **15** | **832.0** | **.0145** | **72** |
| **Izard** | **All mfg. & svcs.** | **151** | **3** | **102.4** | **.0016** | **29** |
| **Jackson** | **All mfg. & svcs.** | **288** | **8** | **485.9** | **.0085** | **66** |
| **Jefferson** | **All mfg. & svcs.** | **1,146** | **26** | **3,049.5** | **.0533** | **81** |
| 3484 | Small arms • | 1 | 1 | 1,721.0 | 48.2722 | 100 |
| **Johnson** | **All mfg. & svcs.** | **226** | **4** | **288.3** | **.0050** | **57** |
| **Lafayette** | **All mfg. & svcs.** | **110** | **1** | **104.6** | **.0018** | **21** |
| **Lawrence** | **All mfg. & svcs.** | **232** | **5** | **275.0** | **.0048** | **43** |
| **Lee** | **All mfg. & svcs.** | **123** | **2** | **87.3** | **.0015** | **24** |
| **Lincoln** | **All mfg. & svcs.** | **111** | **2** | **94.2** | **.0016** | **18** |
| **Little River** | **All mfg. & svcs.** | **160** | **4** | **467.0** | **.0082** | **82** |
| 2611 | Pulp mills | 2 | 2 | 332.8 | 6.4047 | 100 |
| **Logan** | **All mfg. & svcs.** | **256** | **7** | **243.3** | **.0043** | **29** |
| **Lonoke** | **All mfg. & svcs.** | **394** | **6** | **440.2** | **.0077** | **51** |
| **Madison** | **All mfg. & svcs.** | **115** | **3** | **123.6** | **.0022** | **54** |
| **Marion** | **All mfg. & svcs.** | **198** | **3** | **158.7** | **.0028** | **30** |
| **Miller** | **All mfg. & svcs.** | **52** | **7** | **594.4** | **.0104** | **82** |
| **Mississippi** | **All mfg. & svcs.** | **762** | **21** | **1,386.8** | **.0242** | **55** |
| **Monroe** | **All mfg. & svcs.** | **192** | **1** | **102.1** | **.0018** | **6** |
| **Montgomery** | **All mfg. & svcs.** | **77** | **1** | **47.9** | **.0008** | **38** |
| **Nevada** | **All mfg. & svcs.** | **112** | **2** | **119.6** | **.0021** | **46** |
| **Newton** | **All mfg. & svcs.** | **62** |  | **34.2** | **.0006** | **0** |
| **Ouachita** | **All mfg. & svcs.** | **453** | **14** | **1,091.5** | **.0191** | **80** |
| **Perry** | **All mfg. & svcs.** | **59** | **1** | **23.4** | **.0004** | **3** |
| **Phillips** | **All mfg. & svcs.** | **384** | **6** | **449.3** | **.0078** | **31** |
| **Pike** | **All mfg. & svcs.** | **149** | **2** | **82.2** | **.0014** | **19** |
| **Poinsett** | **All mfg. & svcs.** | **331** | **9** | **388.1** | **.0068** | **47** |
| **Polk** | **All mfg. & svcs.** | **280** | **4** | **277.0** | **.0048** | **36** |
| **Pope** | **All mfg. & svcs.** | **649** | **18** | **846.7** | **.0148** | **56** |
| **Prairie** | **All mfg. & svcs.** | **86** | **2** | **56.7** | **.0010** | **29** |
| **Pulaski** | **All mfg. & svcs.** | **6,753** | **114** | **12,313.0** | **.2151** | **61** |
| *4911* | *Electric services* | *3* | *1* | *811.7* | *.5574* | *97* |
| *6021* | *National commercial banks* | *8* | *4* | *214.9* | *.1809* | *90* |
| *6211* | *Security brokers & dealers* | *43* | *3* | *1,552.5* | *1.1724* | *88* |
| *6411* | *Insurance agents, brokers, & service* | *421* |  | *214.9* | *.2461* | *0* |
| *6552* | *Land subdividers & developers n.e.c.* | *30* | *1* | *188.1* | *1.6321* | *92* |
| *7011* | *Hotels & motels* | *70* | *6* | *61.0* | *.1319* | *59* |
| *8011* | *Offices & clinics of medical doctors* | *409* |  | *194.2* | *.2883* | *0* |
| *8062* | *General medical & surgical hospitals* | *16* | *13* | *878.5* | *.4143* | *100* |
| *8211* | *Elementary & secondary schools* | *149* |  | *88.7* | *.1422* | *0* |
| *8322* | *Individual & family social services* | *137* |  | *16.6* | *.1248* | *0* |
| *8351* | *Child day-care services* | *158* |  | *31.5* | *.4229* | *0* |
| *8661* | *Religious organizations* | *304* |  | *121.6* | *.2251* | *0* |
| **Randolph** | **All mfg. & svcs.** | **177** | **6** | **391.8** | **.0068** | **52** |
| **St. Francis** | **All mfg. & svcs.** | **353** | **7** | **679.4** | **.0119** | **64** |
| 3651 | Household audio & video equipment | 1 | 1 | 326.5 | 3.3343 | 100 |

1987 S&MM Estimate

## ARKANSAS (cont.)

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Saline** | **All mfg. & svcs.** | **490** | **6** | **502.4** | **.0088** | **44** |
| **Scott** | **All mfg. & svcs.** | **107** | **2** | **177.6** | **.0031** | **63** |
| **Searcy** | **All mfg. & svcs.** | **44** | **1** | **40.5** | **.0007** | **35** |
| **Sebastian** | **All mfg. & svcs.** | **1,992** | **60** | **5,133.1** | **.0897** | **74** |
| 2512 | Upholstered wood household furniture | 7 | 3 | 151.5 | 2.8730 | 98 |
| 3433 | Heating equipment, except electric | 1 | 1 | 127.0 | 5.0804 | 100 |
| 3632 | Household refrigerators & freezers | 1 | 1 | 739.7 | 26.2463 | 100 |
| *4213* | *Nonlocal trucking* | *33* | *2* | *251.5* | *.4204* | *81* |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *155.0* | *.0731* | *100* |
| **Sevier** | **All mfg. & svcs.** | **196** | **3** | **198.7** | **.0035** | **40** |
| **Sharp** | **All mfg. & svcs.** | **230** | | **90.4** | **.0016** | **0** |
| **Stone** | **All mfg. & svcs.** | **59** | **1** | **45.1** | **.0008** | **27** |
| **Union** | **All mfg. & svcs.** | **768** | **15** | **900.6** | **.0157** | **33** |
| **Van Buren** | **All mfg. & svcs.** | **185** | **4** | **153.6** | **.0027** | **27** |
| **Washington** | **All mfg. & svcs.** | **1,892** | **28** | **2,444.5** | **.0427** | **51** |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *125.0* | *.0590* | *100* |
| *8221* | *Colleges & universities* | *1* | *1* | *232.0* | *.4958* | *100* |
| **White** | **All mfg. & svcs.** | **628** | **16** | **917.5** | **.0160** | **50** |
| **Woodruff** | **All mfg. & svcs.** | **120** | **5** | **173.6** | **.0030** | **65** |
| **Yell** | **All mfg. & svcs.** | **228** | **3** | **331.7** | **.0058** | **58** |
| **STATE TOTAL** | **All mfg. & svcs.** | **34,066** | **684** | **51,100.1** | **.8928** | **58** |

## CALIFORNIA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Alameda** | **All mfg. & svcs.** | **15,203** | **258** | **20,352.6** | **.3556** | **56** |
| 2033 | Canned fruits & vegetables | 3 | 3 | 430.5 | 3.2203 | 100 |
| 3353 | Aluminum sheet, plate, & foil | 2 | 1 | 54.6 | .9219 | 99 |
| 3411 | Metal cans | 9 | 9 | 548.8 | 5.4848 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 17 | 2 | 430.1 | 1.5104 | 94 |
| 3663 | Radio & TV communications equipment | 1 | 1 | 641.0 | 13.5475 | 100 |
| *4212* | *Local trucking without storage* | *142* | *3* | *345.7* | *.7133* | *13* |
| *4731* | *Arrangement of freight transportation* | *67* | *3* | *188.8* | *1.2296* | *72* |
| *6036* | *Nonfederal savings institutions* | *118* | *1* | *1,188.1* | *1.1243* | *59* |
| *6411* | *Insurance agents, brokers, & service* | *405* | | *171.5* | *.1964* | *0* |
| *6531* | *Real-estate agents & managers* | *619* | | *196.1* | *.2215* | *0* |
| *7011* | *Hotels & motels* | *124* | *8* | *125.9* | *.2723* | *51* |
| *7231* | *Beauty shops* | *623* | | *63.7* | *.4072* | *0* |
| *7389* | *Business services n.e.c.* | *237* | *2* | *152.0* | *.6711* | *41* |
| *8011* | *Offices & clinics of medical doctors* | *818* | | *249.0* | *.3696* | *0* |
| *8021* | *Offices & clinics of dentists* | *406* | | *121.0* | *.4646* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *330* | | *83.0* | *.8982* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *148* | *5* | *21.2* | *.3226* | *38* |
| *8062* | *General medical & surgical hospitals* | *27* | *20* | *1,218.1* | *.5745* | *99* |
| *8111* | *Legal services* | *856* | *1* | *310.2* | *.5088* | *4* |
| *8211* | *Elementary & secondary schools* | *417* | | *225.9* | *.3623* | *0* |
| *8221* | *Colleges & universities* | *23* | *6* | *422.4* | *.9027* | *96* |
| *8351* | *Child day-care services* | *349* | | *69.7* | *.9358* | *0* |
| *8631* | *Labor organizations* | *103* | *1* | *70.7* | *1.7083* | *83* |
| *8661* | *Religious organizations* | *608* | | *182.6* | *.3381* | *0* |
| *8711* | *Engineering services* | *236* | *2* | *135.0* | *.4339* | *35* |
| *8733* | *Noncommercial research organizations* | *14* | *1* | *200.0* | *4.7940* | *98* |
| **Alpine** | **All mfg. & svcs.** | **11** | | **6.2** | **.0001** | **0** |
| **Amador** | **All mfg. & svcs.** | **580** | **3** | **376.9** | **.0066** | **25** |
| **Butte** | **All mfg. & svcs.** | **2,909** | **24** | **1,918.3** | **.0335** | **39** |
| *8062* | *General medical & surgical hospitals* | *5* | *5* | *210.0* | *.0990* | *100* |
| **Calaveras** | **All mfg. & svcs.** | **607** | **2** | **228.4** | **.0040** | **4** |
| **Colusa** | **All mfg. & svcs.** | **367** | **2** | **197.8** | **.0035** | **11** |
| **Contra Costa** | **All mfg. & svcs.** | **6,421** | **116** | **11,847.4** | **.2070** | **65** |
| 2911 | Petroleum refining | 7 | 5 | 2,826.5 | 3.0051 | 100 |
| *6531* | *Real-estate agents & managers* | *425* | | *233.6* | *.2639* | *0* |
| *8062* | *General medical & surgical hospitals* | *11* | *9* | *572.0* | *.2698* | *99* |
| *8211* | *Elementary & secondary schools* | *268* | | *148.6* | *.2383* | *0* |
| *8351* | *Child day-care services* | *396* | | *79.2* | *1.0634* | *0* |
| *8661* | *Religious organizations* | *179* | | *89.5* | *.1657* | *0* |
| *8711* | *Engineering services* | *137* | *4* | *126.3* | *.4060* | *44* |
| **Del Norte** | **All mfg. & svcs.** | **407** | **5** | **240.8** | **.0042** | **30** |
| **El Dorado** | **All mfg. & svcs.** | **1,717** | **9** | **719.7** | **.0126** | **17** |
| **Fresno** | **All mfg. & svcs.** | **9,364** | **91** | **7,438.5** | **.1300** | **34** |
| 2034 | Dehydrated fruits, vegetables, & soups | 10 | 5 | 225.7 | 9.4392 | 90 |
| *4212* | *Local trucking without storage* | *173* | *1* | *361.4* | *.7456* | *2* |
| *6411* | *Insurance agents, brokers, & service* | *493* | | *199.8* | *.2288* | *0* |
| *7011* | *Hotels & motels* | *122* | *4* | *75.2* | *.1626* | *23* |
| *8011* | *Offices & clinics of medical doctors* | *543* | | *160.7* | *.2386* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *75* | *11* | *39.0* | *.5934* | *84* |
| *8062* | *General medical & surgical hospitals* | *12* | *9* | *506.1* | *.2387* | *98* |
| *8211* | *Elementary & secondary schools* | *223* | | *120.1* | *.1926* | *0* |
| *8222* | *Junior colleges & technical institutes* | *6* | *3* | *135.8* | *1.6340* | *99* |
| *8322* | *Individual & family social services* | *170* | | *71.0* | *.5340* | *0* |
| *8661* | *Religious organizations* | *481* | | *144.3* | *.2672* | *0* |
| **Glenn** | **All mfg. & svcs.** | **395** | **4** | **328.6** | **.0057** | **48** |
| **Humboldt** | **All mfg. & svcs.** | **2,594** | **18** | **2,138.1** | **.0374** | **43** |
| 2611 | Pulp mills | 2 | 2 | 290.3 | 5.5868 | 100 |
| *8221* | *Colleges & universities* | *1* | *1* | *152.0* | *.3248* | *100* |
| **Imperial** | **All mfg. & svcs.** | **1,370** | **8** | **969.5** | **.0169** | **25** |
| **Inyo** | **All mfg. & svcs.** | **525** | **2** | **326.4** | **.0057** | **14** |
| **Kern** | **All mfg. & svcs.** | **6,580** | **53** | **5,874.2** | **.1026** | **43** |
| *7011* | *Hotels & motels* | *145* | *2* | *67.9* | *.1469* | *15* |
| *8062* | *General medical & surgical hospitals* | *14* | *10* | *353.2* | *.1666* | *97* |
| *8211* | *Elementary & secondary schools* | *187* | | *100.3* | *.1608* | *0* |
| *8661* | *Religious organizations* | *439* | | *131.9* | *.2442* | *0* |
| **Kings** | **All mfg. & svcs.** | **1,083** | **8** | **1,032.5** | **.0180** | **34** |
| **Lake** | **All mfg. & svcs.** | **3,906** | **1** | **1,336.8** | **.0234** | **0** |
| **Lassen** | **All mfg. & svcs.** | **457** | **5** | **304.3** | **.0053** | **43** |
| **Los Angeles** | **All mfg. & svcs.** | **143,135** | **2,205** | **224,260.5** | **3.9181** | **60** |
| 2011 | Meat-packing plants | 39 | 11 | 1.922.5 | 3.9321 | 84 |
| 2022 | Natural & processed cheese | 7 | 1 | 90.8 | 1.0083 | 60 |
| 2051 | Bread, cake, & related products | 116 | 16 | 847.7 | 4.4052 | 80 |
| 2082 | Malt beverages | 3 | 3 | 847.3 | 7.6455 | 100 |
| 2086 | Bottled & canned soft drinks | 50 | 3 | 545.2 | 2.5089 | 67 |
| 2095 | Roasted coffee | 9 | 3 | 391.7 | 5.1740 | 78 |
| 2099 | Food preparations n.e.c. | 29 | 8 | 495.6 | 5.6762 | 87 |
| 2325 | Men's & boys' trousers & slacks | 19 | 3 | 64.8 | 1.6755 | 90 |
| 2329 | Men's & boys' clothing n.e.c. | 153 | 4 | 141.2 | 7.4753 | 27 |
| 2331 | Women's & misses' blouses & shirts | 170 | 6 | 271.3 | 5.7964 | 24 |
| 2335 | Women's & misses' dresses | 290 | 4 | 321.3 | 7.5146 | 16 |
| 2339 | Women's & misses' outerwear n.e.c. | 483 | 14 | 339.8 | 10.3302 | 28 |
| 2342 | Brassieres, girdles, & allied garments | 9 | 4 | 176.6 | 18.5660 | 96 |
| 2399 | Fabricated textile products n.e.c. | 904 | 3 | 1,182.4 | 24.7199 | 5 |
| 2431 | Millwork | 170 | 1 | 222.4 | 2.3634 | 2 |
| 2434 | Wood kitchen cabinets | 601 | | 437.4 | 7.3510 | 0 |
| 2499 | Wood products n.e.c. | 47 | 5 | 160.0 | 3.5537 | 64 |
| 2511 | Unupholstered wood household furniture | 134 | 10 | 426.8 | 4.9107 | 64 |
| 2512 | Upholstered wood household furniture | 137 | 14 | 307.2 | 5.8257 | 54 |
| 2515 | Mattresses & bedsprings | 45 | 6 | 182.3 | 8.4383 | 52 |
| 2521 | Wood office furniture | 51 | 4 | 201.9 | 6.4310 | 69 |
| 2522 | Office furniture, except wood | 28 | 7 | 350.9 | 10.3593 | 85 |
| 2541 | Wood partitions & fixtures | 95 | 2 | 131.6 | 5.1133 | 17 |
| 2653 | Corrugated & solid fiber boxes | 44 | 16 | 397.9 | 3.2872 | 77 |
| 2711 | Newspapers | 376 | 19 | 972.6 | 3.4859 | 64 |
| 2721 | Periodicals | 382 | 4 | 694.5 | 4.0295 | 13 |
| 2731 | Book publishing | 226 | 3 | 356.7 | 2.6203 | 14 |
| 2752 | Commercial lithographic printing | 938 | 14 | 1,243.3 | 5.6267 | 18 |
| 2759 | Commercial printing n.e.c. | 1,392 | 11 | 668.8 | 4.9477 | 12 |
| 2796 | Platemaking & related services | 219 | 2 | 109.2 | 4.9621 | 22 |
| 2842 | Polishes & sanitation goods | 55 | 7 | 519.8 | 6.1857 | 66 |
| 2844 | Toilet preparations | 66 | 5 | 521.5 | 3.7885 | 48 |
| 2851 | Paints & allied products | 122 | 14 | 803.5 | 6.2522 | 46 |
| 2899 | Chemical preparations n.e.c. | 46 | 3 | 306.9 | 2.6068 | 23 |
| 2911 | Petroleum refining | 33 | 14 | 5,538.0 | 5.8880 | 86 |
| 3069 | Fabricated rubber products n.e.c. | 57 | 6 | 186.3 | 3.4040 | 60 |
| 3089 | Plastics products n.e.c. | 595 | 38 | 1,148.0 | 3.5240 | 47 |
| 3144 | Women's nonathletic footwear | 27 | 6 | 115.9 | 4.0604 | 90 |
| 3221 | Glass containers | 8 | 7 | 217.8 | 7.5793 | 99 |
| 3231 | Products of purchased glass | 60 | 4 | 218.9 | 7.1287 | 54 |
| 3264 | Porcelain electrical supplies | 7 | 4 | 246.0 | 9.3636 | 96 |
| 3363 | Aluminum die-castings | 44 | 5 | 183.4 | 5.2900 | 59 |
| 3411 | Metal cans | 17 | 8 | 349.2 | 3.4899 | 87 |
| 3429 | Hardware n.e.c. | 83 | 15 | 616.1 | 6.0827 | 67 |
| 3432 | Plumbing-fixture fittings & trim | 17 | 6 | 300.6 | 7.6140 | 72 |
| 3441 | Fabricated structural metal | 63 | 4 | 299.9 | 1.6673 | 33 |
| 3442 | Metal doors, sash, & trim | 72 | 6 | 182.4 | 3.2477 | 31 |
| 3444 | Sheet-metal work | 190 | 8 | 557.9 | 7.1349 | 60 |
| 3446 | Architectural & ornamental metal work | 267 | | 362.1 | 5.7222 | 0 |
| 3451 | Screw-machine products | 145 | 3 | 124.7 | 3.3169 | 27 |
| 3452 | Bolts, nuts, rivets, & washers | 55 | 13 | 422.6 | 7.9722 | 78 |
| 3462 | Iron & steel forgings | 37 | 4 | 239.6 | 4.9400 | 65 |
| 3469 | Metal stampings n.e.c. | 149 | 2 | 305.1 | 3.1032 | 12 |
| 3471 | Plating & polishing | 351 | 15 | 442.9 | 10.6104 | 37 |
| 3479 | Metal coating & allied services n.e.c. | 122 | 9 | 307.2 | 6.9871 | 39 |
| 3489 | Ordnance & accessories n.e.c. | 7 | 5 | 160.2 | 6.9489 | 100 |
| 3492 | Fluid power valves & hose fittings | 15 | 8 | 381.5 | 9.9248 | 88 |
| 3499 | Fabricated metal products n.e.c. | 131 | 7 | 481.2 | 3.3614 | 38 |
| 3544 | Special dies, tools, jigs, & fixtures | 381 | 8 | 121.1 | 3.1188 | 21 |
| 3548 | Welding apparatus | 15 | 4 | 279.3 | 9.4547 | 87 |
| 3559 | Special-industry machinery n.e.c. | 86 | 4 | 286.5 | 3.8542 | 72 |
| 3561 | Pumps & pumping equipment | 35 | 8 | 160.9 | 4.7803 | 76 |
| 3569 | General industrial machinery n.e.c. | 56 | 11 | 286.9 | 8.7283 | 79 |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 3571 | Electronic computers | 12 | 10 | 504.5 | 2.6368 | 98 |
| 3572 | Computer storage devices | 4 | 2 | 223.4 | 13.6896 | 95 |
| 3577 | Computer peripheral equipment n.e.c. | 95 | 17 | 1,166.1 | 4.0950 | 84 |
| 3579 | Office machines n.e.c. | 13 | 2 | 111.0 | 1.9163 | 70 |
| 3585 | Refrigeration & heating equipment | 55 | 6 | 409.2 | 1.9396 | 50 |
| 3599 | Industrial machinery n.e.c. | 2,272 | 15 | 1,301.6 | 6.8197 | 15 |
| 3625 | Relays & industrial controls | 39 | 10 | 283.7 | 3.9496 | 77 |
| 3643 | Current-carrying wiring devices | 32 | 8 | 100.7 | 3.3348 | 74 |
| 3645 | Residential electric lighting fixtures | 70 | 5 | 173.8 | 11.2086 | 40 |
| 3651 | Household audio & video equipment | 56 | 14 | 517.3 | 5.2827 | 74 |
| 3652 | Prerecorded records & tapes | 92 | 6 | 434.4 | 12.3465 | 52 |
| 3674 | Semiconductors & related devices | 61 | 12 | 255.5 | 2.0890 | 78 |
| 3678 | Electronic connectors | 21 | 7 | 238.9 | 11.4558 | 87 |
| 3679 | Electronic components n.e.c. | 159 | 24 | 699.8 | 3.3863 | 80 |
| 3699 | Electrical equipment & supplies n.e.c. | 114 | 15 | 1,762.9 | 9.5469 | 94 |
| 3711 | Motor vehicles & passenger-car bodies | 37 | 4 | 1,547.0 | 1.6692 | 94 |
| 3714 | Motor-vehicle parts & accessories | 183 | 19 | 1,295.9 | 2.1686 | 61 |
| 3721 | Aircraft | 21 | 9 | 9,717.5 | 24.5638 | 100 |
| 3724 | Aircraft engines & engine parts | 28 | 4 | 776.5 | 7.1263 | 92 |
| 3728 | Aircraft parts & equipment n.e.c. | 147 | 42 | 1,696.4 | 11.5736 | 86 |
| 3761 | Guided missiles & space vehicles | 12 | 7 | 2,057.8 | 15.8555 | 100 |
| 3812 | Search & navigation equipment | 13 | 8 | 591.5 | 10.1767 | 98 |
| 3822 | Environmental controls | 16 | 4 | 95.9 | 5.7587 | 85 |
| 3827 | Optical instruments & lenses | 33 | 3 | 187.3 | 5.0992 | 65 |
| 3829 | Measuring & controlling devices n.e.c. | 71 | 10 | 170.1 | 4.2697 | 65 |
| 3843 | Dental equipment & supplies | 36 | 3 | 201.4 | 13.5907 | 86 |
| 3861 | Photographic equipment & supplies | 70 | 7 | 435.1 | 3.0601 | 53 |
| 3911 | Precious-metal jewelry | 197 | 2 | 265.9 | 5.4047 | 13 |
| 3944 | Games, toys, & children's vehicles | 29 | 3 | 830.5 | 12.5971 | 95 |
| 3949 | Sporting & athletic goods n.e.c. | 86 | 7 | 238.0 | 5.1723 | 53 |
| 3993 | Signs & advertising specialties | 628 | 4 | 341.7 | 3.7388 | 38 |
| 3999 | Manufactures n.e.c. | 118 | 5 | 255.4 | 5.2916 | 56 |
| 4011 | Line-haul-operating railroads | 16 | 1 | 1,563.1 | 6.4068 | 98 |
| 4119 | Local passenger transportation n.e.c. | 231 | | 118.6 | 4.0352 | 0 |
| 4212 | Local trucking without storage | 1,031 | 11 | 2,456.1 | 5.0675 | 14 |
| 4213 | Nonlocal trucking | 128 | 10 | 541.6 | .9053 | 63 |
| 4214 | Local trucking with storage | 292 | 10 | 618.0 | 6.5960 | 62 |
| 4215 | Courier services, except by air | 187 | 1 | 473.7 | 5.3180 | 16 |
| 4225 | General warehousing & storage | 381 | 8 | 1,073.7 | 7.7968 | 62 |
| 4412 | Deep-sea foreign transport of freight | 64 | 7 | 327.2 | 6.1193 | 50 |
| 4512 | Scheduled air transportation | 27 | 8 | 2,414.5 | 7.1156 | 97 |
| 4513 | Air courier services | 167 | 1 | 131.2 | 5.3195 | 52 |
| 4581 | Airports, flying fields, & services | 142 | 6 | 960.0 | 3.1277 | 85 |
| 4724 | Travel agencies | 1,213 | 2 | 412.8 | 6.1617 | 7 |
| 4729 | Passenger-transport arrangement n.e.c. | 713 | | 349.7 | 4.3473 | 0 |
| 4731 | Arrangement of freight transportation | 647 | 4 | 924.9 | 6.0234 | 9 |
| 4813 | Nonradio telephone communications | 69 | 6 | 478.9 | .4831 | 23 |
| 4832 | Radio broadcasting stations | 106 | 2 | 166.3 | 1.9928 | 12 |
| 4833 | Television broadcasting stations | 49 | 8 | 1,915.0 | 6.2694 | 86 |
| 4841 | Cable & other pay-television services | 127 | 4 | 662.5 | 1.6833 | 8 |
| 4911 | Electric services | 13 | 6 | 4,460.0 | 3.0630 | 97 |
| 4923 | Gas transmission & distribution | 7 | 4 | 4,311.2 | 21.8900 | 100 |
| 4941 | Water supply | 82 | 2 | 233.6 | 2.4889 | 11 |
| 4952 | Sewerage systems | 8 | 6 | 237.0 | 16.3697 | 99 |
| 4953 | Refuse systems | 381 | 8 | 1,113.3 | 4.6221 | 27 |
| 6021 | National commercial banks | 16 | 5 | 1,498.7 | 1.2615 | 95 |
| 6022 | State commercial banks | 43 | 13 | 2,275.6 | 2.7384 | 85 |
| 6035 | Federal savings institutions | 16 | 8 | 4,812.9 | 11.6474 | 86 |
| 6036 | Nonfederal savings institutions | 651 | 16 | 9,516.1 | 9.0051 | 70 |
| 6141 | Personal credit institutions | 876 | 1 | 737.2 | 1.7711 | 47 |
| 6162 | Mortgage bankers & loan correspondents | 549 | 11 | 1,603.4 | 13.5353 | 92 |
| 6211 | Security brokers & dealers | 387 | 9 | 2,867.0 | 2.1650 | 29 |
| 6282 | Investment advice | 467 | 4 | 504.9 | 4.1450 | 22 |
| 6311 | Life insurance | 32 | 12 | 5,009.5 | 4.2092 | 89 |
| 6324 | Hospital & medical service plans | 4 | 2 | 402.8 | 2.7494 | 99 |
| 6331 | Fire, marine, & casualty insurance | 51 | 14 | 5,042.6 | 6.0011 | 96 |
| 6371 | Pension, health, & welfare funds | 28 | 4 | 1,302.2 | 29.7564 | 99 |
| 6411 | Insurance agents, brokers, & service | 5,169 | 6 | 3,870.4 | 4.4323 | 4 |
| 6512 | Operators of nonresidential buildings | 427 | 2 | 271.4 | 5.6215 | 77 |
| 6513 | Operators of apartment buildings | 1,420 | 1 | 164.8 | 1.4512 | 5 |
| 6531 | Real-estate agents & managers | 6,235 | 6 | 4,586.0 | 5.1809 | 6 |
| 6552 | Land subdividers & developers n.e.c. | 833 | 4 | 302.1 | 2.6212 | 32 |
| 6712 | Bank-holding companies | 8 | 5 | 457.1 | 8.5085 | 91 |
| 6719 | Holding companies n.e.c. | 35 | 6 | 492.9 | 3.2404 | 65 |
| 7011 | Hotels & motels | 1,424 | 69 | 964.6 | 2.0863 | 77 |
| 7211 | Power laundries, family & commercial | 352 | | 132.5 | 6.7358 | 0 |
| 7212 | Garment pressing & cleaners' agents | 1,374 | | 143.8 | 3.6783 | 0 |
| 7216 | Dry cleaning plants, except rug | 266 | | 55.6 | 4.1921 | 0 |
| 7217 | Carpet & upholstery cleaning | 501 | 1 | 57.3 | 2.4351 | 5 |
| 7219 | Laundry & garment services n.e.c. | 225 | | 59.5 | 5.0552 | 0 |
| 7221 | Photographic portrait studios | 380 | | 107.2 | 3.9124 | 0 |
| 7231 | Beauty shops | 5,454 | | 564.8 | 3.6105 | 0 |
| 7241 | Barber shops | 1,319 | | 141.0 | 2.8131 | 0 |
| 7291 | Tax-return preparation services | 1,222 | | 360.6 | 6.0038 | 0 |
| 7299 | Miscellaneous personal services n.e.c. | 341 | 2 | 115.8 | 4.2792 | 12 |
| 7311 | Advertising agencies | 950 | 25 | 2,686.9 | 6.1479 | 59 |
| 7322 | Adjustment & collection services | 179 | | 83.9 | 4.7145 | 0 |
| 7331 | Direct-mail advertising services | 202 | 3 | 178.4 | 5.9840 | 18 |
| 7334 | Photocopying & duplicating services | 364 | | 106.4 | 4.9225 | 0 |
| 7335 | Commercial photography | 893 | 1 | 370.5 | 5.6922 | 7 |
| 7336 | Commercial art & graphic design | 827 | | 316.7 | 6.9738 | 0 |
| 7338 | Secretarial & court-reporting services | 555 | | 156.9 | 6.2391 | 0 |
| 7342 | Disinfecting & pest-control services | 401 | 1 | 133.7 | 3.1702 | 6 |
| 7349 | Building maintenance services n.e.c. | 1,224 | 3 | 244.9 | 3.6909 | 6 |
| 7353 | Heavy construction equipment rental | 214 | | 193.9 | 5.9541 | 0 |
| 7359 | Equipment rental & leasing n.e.c. | 391 | 2 | 651.1 | 7.0206 | 15 |
| 7361 | Employment agencies | 784 | 2 | 226.9 | 5.8993 | 2 |
| 7363 | Help supply services | 371 | 1 | 41.2 | 4.3607 | 0 |
| 7372 | Prepackaged software | 281 | 9 | 600.4 | 4.8737 | 72 |
| 7374 | Computer processing & data preparation | 617 | 11 | 843.3 | 4.4010 | 42 |
| 7378 | Computer maintenance & repair | 104 | 3 | 100.1 | 10.7519 | 43 |
| 7379 | Computer-related services n.e.c. | 592 | 8 | 169.1 | 1.6438 | 48 |
| 7381 | Detective & armored-car services | 551 | 8 | 177.6 | 7.6644 | 55 |
| 7384 | Photofinishing laboratories | 527 | 5 | 378.1 | 9.0426 | 17 |
| 7389 | Business services n.e.c. | 3,279 | 4 | 1,277.3 | 5.6394 | 5 |
| 7513 | Truck rental & leasing, no drivers | 175 | | 176.6 | 2.9435 | 0 |
| 7514 | Passenger-car rental | 468 | | 698.7 | 9.3919 | 0 |
| 7532 | Top & body repair & paint shops | 1,802 | | 522.3 | 3.9234 | 0 |
| 7538 | General automotive repair shops | 3,666 | | 762.6 | 3.2693 | 0 |
| 7539 | Automotive repair shops n.e.c. | 1,159 | | 353.0 | 5.4405 | 0 |
| 7542 | Carwashes | 319 | | 90.8 | 4.1241 | 0 |
| 7549 | Automotive services n.e.c. | 533 | | 160.5 | 3.5245 | 0 |
| 7629 | Electrical repair shops n.e.c. | 324 | 3 | 214.7 | 4.2754 | 40 |
| 7641 | Reupholstery & furniture repair | 806 | | 93.6 | 3.2408 | 0 |
| 7692 | Welding repair | 387 | | 158.9 | 4.0274 | 0 |
| 7699 | Repair services n.e.c. | 1,339 | 2 | 706.7 | 4.8883 | 4 |
| 7812 | Motion-picture & video-tape production | 1,338 | 21 | 3,361.3 | 43.6113 | 73 |
| 7819 | Services allied to motion pictures | 320 | 9 | 596.7 | 63.0495 | 43 |
| 7822 | Motion-picture & tape distribution | 195 | 5 | 1,145.6 | 20.8632 | 75 |
| 7832 | Non-drive-in motion-picture theaters | 318 | 3 | 177.3 | 3.0163 | 10 |
| 7841 | Video-tape rental | 240 | 1 | 232.4 | 11.5175 | 8 |
| 7911 | Dance studios, schools, & halls | 235 | | 67.0 | 5.4534 | 0 |
| 7922 | Theatrical producers & services | 400 | | 372.1 | 12.1036 | 0 |
| 7991 | Physical-fitness facilities | 543 | 1 | 193.3 | 4.1162 | 18 |
| 7996 | Amusement parks | 128 | 4 | 321.7 | 6.1460 | 95 |
| 7999 | Amusement & recreation services n.e.c. | 498 | 2 | 138.7 | 2.3845 | 9 |
| 8011 | Offices & clinics of medical doctors | 8,452 | 4 | 2,580.2 | 3.8303 | 2 |
| 8021 | Offices & clinics of dentists | 3,730 | 1 | 1,121.1 | 4.3046 | 0 |
| 8042 | Offices & clinics of optometrists | 778 | | 155.4 | 3.5119 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 2,764 | | 619.5 | 6.7043 | 0 |
| 8059 | Nursing & personal care n.e.c. | 978 | 52 | 295.0 | 4.4883 | 65 |
| 8062 | General medical & surgical hospitals | 185 | 149 | 8,876.1 | 4.1864 | 99 |
| 8063 | Psychiatric hospitals | 18 | 14 | 438.4 | 4.3167 | 92 |
| 8069 | Nonpsychiatric specialty hospitals | 5 | 5 | 217.3 | 6.6783 | 100 |
| 8071 | Medical laboratories | 340 | 3 | 394.2 | 9.0781 | 33 |
| 8072 | Dental laboratories | 613 | | 119.9 | 5.1428 | 0 |
| 8093 | Specialty outpatient clinics n.e.c. | 547 | 1 | 157.7 | 5.3527 | 3 |
| 8111 | Legal services | 7,762 | 35 | 3,162.9 | 5.1875 | 18 |
| 8211 | Elementary & secondary schools | 2,289 | 3 | 2,830.6 | 4.5392 | 55 |
| 8221 | Colleges & universities | 61 | 27 | 1,342.6 | 2.8692 | 96 |
| 8222 | Junior colleges & technical institutes | 19 | 10 | 356.8 | 4.2931 | 98 |
| 8231 | Libraries | 464 | 7 | 166.8 | 1.9612 | 63 |
| 8299 | Schools & educational services n.e.c. | 650 | | 389.6 | 5.9334 | 0 |
| 8322 | Individual & family social services | 2,683 | 1 | 23.7 | .1782 | 21 |
| 8351 | Child day-care services | 1,790 | | 357.3 | 4.7973 | 0 |
| 8412 | Museums & art galleries | 386 | 1 | 112.3 | 4.2397 | 6 |
| 8631 | Labor organizations | 425 | 4 | 115.0 | 2.7788 | 23 |
| 8641 | Civic & social associations | 1,065 | | 318.9 | 2.5219 | 0 |
| 8661 | Religious organizations | 4,726 | | 1,890.1 | 3.4994 | 0 |
| 8711 | Engineering services | 1,510 | 20 | 1,844.0 | 5.9270 | 55 |
| 8712 | Architectural services | 980 | 3 | 542.3 | 4.3442 | 8 |
| 8721 | Accounting, auditing, & bookkeeping | 3,162 | 14 | 1,651.7 | 5.8672 | 25 |
| 8731 | Commercial physical research | 148 | 8 | 224.2 | 2.1826 | 65 |
| 8733 | Noncommercial research organizations | 91 | 3 | 394.2 | 9.4489 | 95 |
| 8734 | Testing laboratories | 142 | 3 | 128.4 | 7.8604 | 24 |
| 8741 | Management services | 1,197 | 2 | 460.4 | 4.7860 | 3 |
| 8742 | Management consulting services | 1,056 | | 607.9 | 6.7665 | 0 |
| 8743 | Public-relations services | 544 | | 210.5 | 5.5526 | 0 |
| 8748 | Business consulting services n.e.c. | 630 | 6 | 476.7 | 4.1585 | 44 |
| **Madera** | **All mfg. & svcs.** | **1,053** | **10** | **824.5** | **.0144** | **34** |
| **Marin** | **All mfg. & svcs.** | **6,043** | **25** | **5,468.1** | **.0955** | **52** |
| 6531 | Real-estate agents & managers | 321 | | 187.3 | .2116 | 0 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **CALIFORNIA** (Marin, cont.) | | | | | | |
| 8062 | *General medical & surgical hospitals* | 5 | 4 | 124.1 | .0585 | 100 |
| 8322 | *Individual & family social services* | 203 | | 24.3 | .1828 | 0 |
| **Mariposa** | **All mfg. & svcs.** | **246** | **1** | **146.8** | **.0026** | **30** |
| **Mendocino** | **All mfg. & svcs.** | **7,542** | **10** | **3,192.4** | **.0558** | **8** |
| 7011 | *Hotels & motels* | 195 | | 62.4 | .1350 | 0 |
| 8322 | *Individual & family social services* | 219 | | 94.2 | .7085 | 0 |
| 8351 | *Child day-care services* | 118 | | 23.6 | .3169 | 0 |
| **Merced** | **All mfg. & svcs.** | **1,829** | **17** | **1,407.2** | **.0246** | **44** |
| **Modoc** | **All mfg. & svcs.** | **213** | | **116.3** | **.0020** | **0** |
| **Mono** | **All mfg. & svcs.** | **413** | **1** | **167.2** | **.0029** | **7** |
| **Monterey** | **All mfg. & svcs.** | **5,654** | **43** | **4,043.9** | **.0707** | **28** |
| 6552 | *Land subdividers & developers n.e.c.* | 36 | 1 | 22.6 | .1961 | 71 |
| 7011 | *Hotels & motels* | 245 | 10 | 180.2 | .3898 | 47 |
| 8062 | *General medical & surgical hospitals* | 5 | 3 | 122.0 | .0575 | 93 |
| 8351 | *Child day-care services* | 200 | | 40.0 | .5371 | 0 |
| 8661 | *Religious organizations* | 213 | | 85.2 | .1577 | 0 |
| **Napa** | **All mfg. & svcs.** | **556** | **12** | **924.6** | **.0162** | **46** |
| 8063 | *Psychiatric hospitals* | 1 | 1 | 133.0 | 1.3096 | 100 |
| **Nevada** | **All mfg. & svcs.** | **845** | **5** | **630.3** | **.0110** | **35** |
| **Orange** | **All mfg. & svcs.** | **42,096** | **523** | **54,345.2** | **.9495** | **58** |
| 2079 | Edible fats & oils n.e.c. | 1 | 1 | 1,246.8 | 19.7466 | 100 |
| 2434 | Wood kitchen cabinets | 202 | | 130.9 | 2.1999 | 0 |
| 2711 | Newspapers | 76 | 5 | 376.6 | 1.3498 | 93 |
| 2741 | Miscellaneous publishing | 50 | 4 | 151.4 | 3.7822 | 57 |
| 2752 | Commercial lithographic printing | 207 | 1 | 214.5 | .9707 | 4 |
| 2759 | Commercial printing n.e.c. | 544 | 1 | 167.3 | 1.2377 | 8 |
| 2834 | Pharmaceutical preparations | 22 | 8 | 1,076.3 | 3.8944 | 93 |
| 3089 | Plastics products n.e.c. | 233 | 20 | 542.5 | 1.6653 | 63 |
| 3571 | Electronic computers | 13 | 8 | 456.2 | 2.3843 | 95 |
| 3577 | Computer peripheral equipment n.e.c. | 64 | 22 | 3,141.0 | 11.0303 | 96 |
| 3599 | Industrial machinery n.e.c. | 814 | 1 | 482.6 | 2.5286 | 2 |
| 3672 | Printed circuit boards | 14 | 9 | 109.4 | 4.1949 | 91 |
| 3674 | Semiconductors & related devices | 34 | 6 | 269.6 | 2.2043 | 91 |
| 3678 | Electronic connectors | 5 | 3 | 133.6 | 6.4064 | 98 |
| 3679 | Electronic components n.e.c. | 84 | 14 | 299.3 | 1.4483 | 71 |
| 3699 | Electrical equipment & supplies n.e.c. | 32 | 3 | 384.8 | 2.0839 | 89 |
| 3728 | Aircraft parts & equipment n.e.c. | 27 | 9 | 375.7 | 2.5632 | 83 |
| 3761 | Guided missiles & space vehicles | 4 | 2 | 1,743.2 | 13.4314 | 100 |
| 3764 | Space-propulsion units & parts | 3 | 2 | 94.0 | 3.8165 | 100 |
| 3812 | Search & navigation equipment | 2 | 1 | 518.8 | 8.9259 | 100 |
| 3826 | Laboratory analytical instruments | 2 | 2 | 278.6 | 27.4456 | 100 |
| 3841 | Surgical & medical instruments | 19 | 6 | 285.2 | 4.9667 | 95 |
| 4911 | *Electric services* | 5 | 2 | 132.5 | .0910 | 67 |
| 6036 | *Nonfederal savings institutions* | 282 | 2 | 1,290.7 | 1.2214 | 17 |
| 6211 | *Security brokers & dealers* | 150 | | 1,017.2 | .7681 | 0 |
| 6321 | *Accident & health insurance* | 5 | 2 | 1,125.3 | .8071 | 97 |
| 6331 | *Fire, marine, & casualty insurance* | 15 | 3 | 537.8 | .6400 | 86 |
| 6411 | *Insurance agents, brokers, & service* | 1,862 | 1 | 861.0 | .9860 | 1 |
| 6531 | *Real-estate agents & managers* | 2,258 | 3 | 3,620.6 | 4.0902 | 49 |
| 6552 | *Land subdividers & developers n.e.c.* | 485 | 3 | 282.8 | 2.4538 | 65 |
| 7011 | *Hotels & motels* | 399 | 24 | 519.4 | 1.1234 | 74 |
| 7212 | *Garment pressing & cleaners' agents* | 357 | | 96.9 | 2.4786 | 0 |
| 7231 | *Beauty shops* | 1,337 | | 140.5 | .8981 | 0 |
| 7291 | *Tax-return preparation services* | 432 | | 126.2 | 2.1012 | 0 |
| 7311 | *Advertising agencies* | 330 | 2 | 490.7 | 1.1228 | 7 |
| 7336 | *Commercial art & graphic design* | 262 | 1 | 125.7 | 2.1679 | 29 |
| 7349 | *Building maintenance services n.e.c.* | 460 | 3 | 153.3 | 2.3104 | 45 |
| 7361 | *Employment agencies* | 263 | 1 | 54.0 | 1.4040 | 6 |
| 7363 | *Help supply services* | 152 | 1 | 18.3 | 1.9369 | 16 |
| 7372 | *Prepackaged software* | 186 | 5 | 480.5 | 3.9004 | 85 |
| 7374 | *Computer processing & data preparation* | 285 | 3 | 446.7 | 2.3312 | 30 |
| 7381 | *Detective & armored-car services* | 181 | 1 | 25.7 | 1.1091 | 8 |
| 7384 | *Photofinishing laboratories* | 205 | 1 | 40.2 | .9614 | 14 |
| 7389 | *Business services n.e.c.* | 1,285 | 1 | 454.4 | 2.0062 | 1 |
| 7532 | *Top & body repair & paint shops* | 376 | | 121.3 | .9112 | 0 |
| 7538 | *General automotive repair shops* | 859 | | 180.4 | .7734 | 0 |
| 7699 | *Repair services n.e.c.* | 415 | 1 | 137.5 | .9511 | 31 |
| 7812 | *Motion-picture & video-tape production* | 148 | | 168.5 | 2.1862 | 0 |
| 7996 | *Amusement parks* | 38 | 2 | 1,006.5 | 19.2289 | 97 |
| 7999 | *Amusement & recreation services n.e.c.* | 171 | | 46.3 | .7960 | 0 |
| 8011 | *Offices & clinics of medical doctors* | 2,557 | 1 | 1,040.6 | 1.5448 | 17 |
| 8021 | *Offices & clinics of dentists* | 1,104 | | 328.6 | 1.2617 | 0 |
| 8049 | *Offices of health practitioners n.e.c.* | 901 | | 90.4 | .9783 | 0 |
| 8059 | *Nursing & personal care n.e.c.* | 199 | 14 | 41.4 | .6299 | 51 |
| 8062 | *General medical & surgical hospitals* | 41 | 37 | 1,890.6 | .8917 | 100 |
| 8111 | *Legal services* | 2,183 | 2 | 718.1 | 1.1778 | 4 |
| 8211 | *Elementary & secondary schools* | 613 | | 357.6 | .5735 | 0 |
| 8221 | *Colleges & universities* | 13 | 7 | 442.7 | .9461 | 98 |
| 8641 | *Civic & social associations* | 182 | | 55.8 | .4399 | 0 |
| 8661 | *Religious organizations* | 839 | | 336.1 | .6223 | 0 |
| 8711 | *Engineering services* | 739 | 6 | 432.7 | 1.3908 | 11 |
| 8712 | *Architectural services* | 419 | | 194.8 | 1.5605 | 0 |
| 8721 | *Accounting, auditing, & bookkeeping* | 992 | 7 | 451.5 | 1.6038 | 16 |
| 8741 | *Management services* | 469 | | 204.9 | 2.1300 | 0 |
| 8742 | *Management consulting services* | 400 | 1 | 194.0 | 2.1594 | 5 |
| 8748 | *Business consulting services n.e.c.* | 236 | | 111.6 | .9736 | 0 |
| **Placer** | **All mfg. & svcs.** | **2,997** | **13** | **1,985.8** | **.0347** | **36** |
| **Plumas** | **All mfg. & svcs.** | **519** | **2** | **322.6** | **.0056** | **28** |
| **Riverside** | **All mfg. & svcs.** | **12,343** | **93** | **8,493.6** | **.1484** | **33** |
| 3728 | Aircraft parts & equipment n.e.c. | 6 | 1 | 158.4 | 1.0807 | 99 |
| 6531 | *Real-estate agents & managers* | 828 | | 265.0 | .2994 | 0 |
| 7011 | *Hotels & motels* | 419 | 9 | 287.0 | .6208 | 42 |
| 7231 | *Beauty shops* | 566 | | 58.2 | .3720 | 0 |
| 7389 | *Business services n.e.c.* | 338 | | 36.6 | .1616 | 0 |
| 8011 | *Offices & clinics of medical doctors* | 739 | | 228.4 | .3391 | 0 |
| 8062 | *General medical & surgical hospitals* | 14 | 9 | 376.3 | .1775 | 99 |
| 8211 | *Elementary & secondary schools* | 245 | | 134.9 | .2163 | 0 |
| 8661 | *Religious organizations* | 581 | | 174.3 | .3227 | 0 |
| **Sacramento** | **All mfg. & svcs.** | **15,600** | **98** | **12,898.9** | **.2254** | **41** |
| 2032 | Canned food specialties | 1 | 1 | 344.1 | 6.6731 | 100 |
| 2711 | Newspapers | 37 | 2 | 146.2 | .5240 | 97 |
| 4911 | *Electric services* | 5 | 2 | 297.8 | .2045 | 93 |
| 6411 | *Insurance agents, brokers, & service* | 783 | | 315.9 | .3618 | 0 |
| 6513 | *Operators of apartment buildings* | 556 | | 114.4 | 1.0074 | 0 |
| 6531 | *Real-estate agents & managers* | 829 | | 584.0 | .6598 | 0 |
| 7011 | *Hotels & motels* | 121 | 6 | 119.7 | .2589 | 47 |
| 7231 | *Beauty shops* | 615 | | 63.3 | .4046 | 0 |
| 7389 | *Business services n.e.c.* | 309 | | 135.5 | .5982 | 0 |
| 8011 | *Offices & clinics of medical doctors* | 709 | | 279.1 | .4143 | 0 |
| 8059 | *Nursing & personal care n.e.c.* | 122 | 7 | 20.2 | .3073 | 65 |
| 8062 | *General medical & surgical hospitals* | 15 | 9 | 710.4 | .3351 | 99 |
| 8111 | *Legal services* | 844 | 6 | 242.8 | .3982 | 21 |
| 8211 | *Elementary & secondary schools* | 318 | | 184.2 | .2954 | 0 |
| 8222 | *Junior colleges & technical institutes* | 3 | 2 | 146.0 | 1.7567 | 98 |
| 8322 | *Individual & family social services* | 299 | | 122.4 | .9205 | 0 |
| 8351 | *Child day-care services* | 246 | | 49.2 | .6606 | 0 |
| 8661 | *Religious organizations* | 536 | | 160.6 | .2973 | 0 |
| 8721 | *Accounting, auditing, & bookkeeping* | 320 | 1 | 139.1 | .4941 | 7 |
| **San Benito** | **All mfg. & svcs.** | **431** | **6** | **473.9** | **.0083** | **42** |
| **San Bernardino** | **All mfg. & svcs.** | **13,934** | **119** | **12,242.1** | **.2139** | **41** |
| 4212 | *Local trucking without storage* | 196 | 2 | 478.5 | .9872 | 11 |
| 4813 | *Nonradio telephone communications* | 20 | 4 | 449.4 | .4533 | 79 |
| 6411 | *Insurance agents, brokers, & service* | 564 | | 173.9 | .1991 | 0 |
| 7011 | *Hotels & motels* | 346 | 3 | 159.9 | .3458 | 13 |
| 7231 | *Beauty shops* | 594 | | 60.8 | .3887 | 0 |
| 7389 | *Business services n.e.c.* | 266 | | 74.5 | .3289 | 0 |
| 7538 | *General automotive repair shops* | 515 | | 105.2 | .4510 | 0 |
| 8011 | *Offices & clinics of medical doctors* | 670 | | 260.3 | .3864 | 0 |
| 8059 | *Nursing & personal care n.e.c.* | 122 | 9 | 20.5 | .3119 | 49 |
| 8062 | *General medical & surgical hospitals* | 27 | 16 | 994.4 | .4690 | 98 |
| 8211 | *Elementary & secondary schools* | 352 | | 191.8 | .3076 | 0 |
| 8221 | *Colleges & universities* | 3 | 3 | 236.0 | .5043 | 100 |
| 8351 | *Child day-care services* | 240 | | 48.0 | .6445 | 0 |
| 8661 | *Religious organizations* | 742 | 1 | 249.5 | .4619 | 11 |
| **San Diego** | **All mfg. & svcs.** | **31,494** | **410** | **33,745.1** | **.5896** | **54** |
| 2711 | Newspapers | 101 | 8 | 212.2 | .7605 | 81 |
| 3571 | Electronic computers | 7 | 3 | 297.8 | 1.5565 | 76 |
| 3577 | Computer peripheral equipment n.e.c. | 29 | 6 | 340.4 | 1.1954 | 79 |
| 3599 | Industrial machinery n.e.c. | 221 | 1 | 199.2 | 1.0437 | 4 |
| 3679 | Electronic components n.e.c. | 58 | 13 | 556.8 | 2.6943 | 91 |
| 3721 | Aircraft | 4 | 3 | 469.6 | 1.1870 | 98 |
| 3724 | Aircraft engines & engine parts | 7 | 4 | 442.3 | 4.0592 | 100 |
| 3731 | Ship building & repairing | 15 | 6 | 373.9 | 5.4393 | 98 |
| 3761 | Guided missiles & space vehicles | 3 | 2 | 1,747.8 | 13.4669 | 100 |
| 3812 | Search & navigation equipment | 5 | 4 | 66.6 | 1.1458 | 99 |
| 3841 | Surgical & medical instruments | 13 | 3 | 202.2 | 3.5212 | 95 |
| 4512 | *Scheduled air transportation* | 6 | 2 | 435.7 | 1.2840 | 99 |
| 4923 | *Gas transmission & distribution* | 2 | 2 | 1,436.9 | 7.2958 | 100 |
| 6022 | *State commercial banks* | 12 | 5 | 487.1 | .5862 | 89 |
| 6035 | *Federal savings institutions* | 6 | 4 | 588.7 | 1.4247 | 83 |
| 6036 | *Nonfederal savings institutions* | 243 | 1 | 1,879.9 | 1.7790 | 47 |
| 6411 | *Insurance agents, brokers, & service* | 1,126 | | 386.9 | .4431 | 0 |
| 6531 | *Real-estate agents & managers* | 2,115 | | 1,107.4 | 1.2510 | 0 |
| 6552 | *Land subdividers & developers n.e.c.* | 287 | 4 | 138.5 | 1.2017 | 48 |
| 7011 | *Hotels & motels* | 431 | 29 | 376.4 | .8141 | 77 |
| 7231 | *Beauty shops* | 1,152 | | 119.3 | .7626 | 0 |
| 7349 | *Building maintenance services n.e.c.* | 266 | 2 | 69.1 | 1.0414 | 17 |
| 7374 | *Computer processing & data preparation* | 129 | 3 | 285.2 | 1.4884 | 26 |
| 7379 | *Computer-related services n.e.c.* | 163 | 1 | 174.9 | 1.7002 | 9 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 7381 | Detective & armored-car services | 119 | 6 | 69.7 | 3.0079 | 80 |
| 7384 | Photofinishing laboratories | 128 | 5 | 176.5 | 4.2212 | 91 |
| 7389 | Business services n.e.c. | 744 | 2 | 196.7 | .8684 | 48 |
| 7532 | Top & body repair & paint shops | 342 |  | 91.8 | .6896 | 0 |
| 7538 | General automotive repair shops | 762 |  | 165.4 | .7091 | 0 |
| 7699 | Repair services n.e.c. | 340 | 1 | 147.1 | 1.0175 | 7 |
| 8011 | Offices & clinics of medical doctors | 1,951 | 1 | 727.3 | 1.0797 | 0 |
| 8021 | Offices & clinics of dentists | 880 | 1 | 279.2 | 1.0720 | 5 |
| 8049 | Offices of health practitioners n.e.c. | 562 |  | 134.0 | 1.4502 | 0 |
| 8059 | Nursing & personal care n.e.c. | 206 | 15 | 110.8 | 1.6858 | 29 |
| 8062 | General medical & surgical hospitals | 38 | 28 | 2,097.5 | .9893 | 99 |
| 8093 | Specialty outpatient clinics n.e.c. | 159 |  | 58.8 | 1.9958 | 0 |
| 8111 | Legal services | 1,798 | 4 | 446.4 | .7321 | 10 |
| 8211 | Elementary & secondary schools | 589 | 3 | 605.6 | .9712 | 44 |
| 8221 | Colleges & universities | 14 | 7 | 139.4 | .2979 | 95 |
| 8222 | Junior colleges & technical institutes | 11 | 4 | 80.4 | .9674 | 91 |
| 8641 | Civic & social associations | 321 |  | 97.1 | .7355 | 0 |
| 8661 | Religious organizations | 1,007 |  | 403.2 | .7465 | 0 |
| 8711 | Engineering services | 414 | 7 | 296.4 | .9527 | 21 |
| 8712 | Architectural services | 284 | 1 | 142.2 | 1.1391 | 5 |
| 8721 | Accounting, auditing, & bookkeeping | 601 | 1 | 151.4 | .5378 | 4 |
| 8731 | Commercial physical research | 64 | 4 | 111.7 | 1.0874 | 81 |
| **San Francisco** | **All mfg. & svcs.** | **24,175** | **387** | **46,380.1** | **.8103** | **57** |
| 2033 | Canned fruits & vegetables | 3 | 2 | 360.9 | 2.6997 | 99 |
| 2325 | Men's & boys' trousers & slacks | 5 | 3 | 11.1 | .2870 | 96 |
| 2331 | Women's & misses' blouses & shirts | 21 | 2 | 141.5 | 3.0232 | 88 |
| 2399 | Fabricated textile products n.e.c. | 119 | 1 | 174.3 | 3.6440 | 12 |
| 2621 | Paper mills | 8 | 1 | 39.0 | .1698 | 86 |
| 2711 | Newspapers | 92 | 7 | 321.6 | 1.1526 | 84 |
| 2752 | Commercial lithographic printing | 189 | 5 | 202.2 | .9151 | 24 |
| 4011 | Line-haul-operating railroads | 14 | 3 | 652.9 | 2.6761 | 92 |
| 4212 | Local trucking without storage | 79 | 3 | 330.3 | .6815 | 30 |
| 4412 | Deep-sea foreign transport of freight | 93 | 8 | 372.9 | 6.9740 | 68 |
| 4581 | Airports, flying fields, & services | 6 | 3 | 764.2 | 2.4898 | 99 |
| 4724 | Travel agencies | 354 |  | 194.9 | 2.9092 | 0 |
| 4731 | Arrangement of freight transportation | 146 | 3 | 297.1 | 1.9349 | 12 |
| 4813 | Nonradio telephone communications | 19 | 5 | 352.6 | .3557 | 57 |
| 4911 | Electric services | 8 | 2 | 355.8 | .2443 | 60 |
| 4923 | Gas transmission & distribution | 2 | 1 | 1,971.9 | 10.0123 | 98 |
| 6021 | National commercial banks | 9 | 8 | 2,960.6 | 2.4919 | 100 |
| 6022 | State commercial banks | 14 | 4 | 699.9 | .8423 | 90 |
| 6036 | Nonfederal savings institutions | 104 | 1 | 951.4 | .9003 | 49 |
| 6211 | Security brokers & dealers | 173 | 10 | 3,153.8 | 2.3816 | 52 |
| 6331 | Fire, marine, & casualty insurance | 35 | 20 | 2,697.4 | 3.2101 | 86 |
| 6361 | Title insurance | 2 | 2 | 190.9 | 9.8544 | 100 |
| 6411 | Insurance agents, brokers, & service | 771 | 9 | 1,135.9 | 1.3008 | 22 |
| 6531 | Real-estate agents & managers | 1,116 | 2 | 792.0 | .8947 | 15 |
| 6541 | Title abstract offices | 26 | 1 | 288.9 | 5.7475 | 98 |
| 6719 | Holding companies n.e.c. | 11 | 4 | 234.8 | 1.5436 | 40 |
| 7011 | Hotels & motels | 454 | 34 | 466.0 | 1.0079 | 79 |
| 7231 | Beauty shops | 841 | 1 | 182.8 | 1.1686 | 54 |
| 7311 | Advertising agencies | 230 | 8 | 639.0 | 1.4621 | 52 |
| 7336 | Commercial art & graphic design | 423 | 1 | 183.0 | 4.0297 | 8 |
| 7349 | Building maintenance services n.e.c. | 161 | 8 | 91.7 | 1.3820 | 70 |
| 7361 | Employment agencies | 183 |  | 53.8 | 1.3988 | 0 |
| 7374 | Computer processing & data preparatic | 143 | 3 | 176.4 | .9206 | 25 |
| 7381 | Detective & armored-car services | 81 | 1 | 55.4 | 2.3908 | 82 |
| 7389 | Business services n.e.c. | 527 |  | 63.9 | .2821 | 0 |
| 7812 | Motion-picture & video-tape production | 220 |  | 50.7 | .6513 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,344 |  | 394.3 | .5853 | 0 |
| 8021 | Offices & clinics of dentists | 660 |  | 132.7 | .5095 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 389 | 1 | 43.8 | .4740 | 11 |
| 8059 | Nursing & personal care n.e.c. | 129 | 4 | 22.9 | .3484 | 79 |
| 8062 | General medical & surgical hospitals | 22 | 18 | 1,358.5 | .6407 | 100 |
| 8111 | Legal services | 2,528 | 18 | 1,112.8 | 1.8251 | 39 |
| 8211 | Elementary & secondary schools | 222 | 2 | 350.6 | .5622 | 67 |
| 8221 | Colleges & universities | 15 | 4 | 118.4 | .2530 | 84 |
| 8351 | Child day-care services | 243 |  | 48.6 | .6525 | 0 |
| 8412 | Museums & art galleries | 183 | 1 | 51.6 | 1.9481 | 4 |
| 8641 | Civic & social associations | 265 | 1 | 85.8 | .6764 | 7 |
| 8661 | Religious organizations | 535 |  | 214.0 | .3962 | 0 |
| 8711 | Engineering services | 320 | 5 | 791.5 | 2.5441 | 47 |
| 8712 | Architectural services | 445 | 2 | 554.2 | 4.4[illegible]96 | 3 |
| 8721 | Accounting, auditing, & bookkeeping | 582 | 10 | 411.8 | 1.4628 | 40 |
| 8741 | Management services | 321 |  | 127.[illegible] | 1.3223 | 0 |
| 8742 | Management consulting services | 271 |  | 112.2 | 1.2489 | 0 |
| 8748 | Business consulting services n.e.c. | 182 | 1 | 210.4 | 1.8354 | 50 |
| **San Joaquin** | **All mfg. & svcs.** | **5,851** | **74** | **6,549.6** | **.1144** | **49** |
| 2033 | Canned fruits & vegetables | 5 | 5 | 275.1 | 2.0579 | 100 |
| 4212 | Local trucking without storage | 150 | 2 | 444.0 | .9161 | 11 |
| 8062 | General medical & surgical hospitals | 8 | 6 | 290.6 | .1371 | 99 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 8222 | Junior colleges & technical institutes | 2 | 1 | 198.6 | 2.3896 | 100 |
| 8661 | Religious organizations | 319 |  | 95.7 | .1772 | 0 |
| **San Luis Obispo** | **All mfg. & svcs.** | **4,006** | **30** | **2,851.7** | **.0498** | **34** |
| 7011 | Hotels & motels | 185 | 3 | 84.5 | .1828 | 14 |
| 8062 | General medical & surgical hospitals | 7 | 6 | 235.5 | .1111 | 99 |
| 8221 | Colleges & universities | 1 | 1 | 101.0 | .2158 | 100 |
| **San Mateo** | **All mfg. & svcs.** | **11,562** | **124** | **15,069.0** | **.2633** | **47** |
| 3089 | Plastics products n.e.c. | 29 | 2 | 326.5 | 1.0022 | 91 |
| 3663 | Radio & TV communications equipment | 1 | 1 | 154.0 | 3.2548 | 100 |
| 4213 | Nonlocal trucking | 11 | 3 | 1,162.5 | 1.9431 | 99 |
| 4731 | Arrangement of freight transportation | 146 | 3 | 291.8 | 1.9003 | 31 |
| 6211 | Security brokers & dealers | 56 | 1 | 482.6 | .3644 | 30 |
| 6411 | Insurance agents, brokers, & service | 506 |  | 980.8 | 1.1232 | 0 |
| 6531 | Real-estate agents & managers | 622 |  | 527.1 | .5955 | 0 |
| 7011 | Hotels & motels | 113 | 6 | 124.3 | .2688 | 41 |
| 7231 | Beauty shops | 451 |  | 46.3 | .2960 | 0 |
| 8011 | Offices & clinics of medical doctors | 614 | 1 | 234.2 | .3477 | 2 |
| 8062 | General medical & surgical hospitals | 8 | 7 | 366.1 | .1727 | 100 |
| 8211 | Elementary & secondary schools | 191 |  | 102.5 | .1644 | 0 |
| 8322 | Individual & family social services | 221 |  | 67.2 | .5054 | 0 |
| 8351 | Child day-care services | 228 |  | 22.8 | .3061 | 0 |
| 8661 | Religious organizations | 284 |  | 85.2 | .1577 | 0 |
| 8711 | Engineering services | 149 | 3 | 139.9 | .4497 | 49 |
| 8731 | Commercial physical research | 21 | 1 | 156.4 | 1.5226 | 97 |
| **Santa Barbara** | **All mfg. & svcs.** | **7,248** | **75** | **7,287.4** | **.1273** | **46** |
| 3577 | Computer peripheral equipment n.e.c. | 9 | 2 | 175.5 | .6163 | 95 |
| 3679 | Electronic components n.e.c. | 14 | 5 | 589.1 | 2.8506 | 98 |
| 6531 | Real-estate agents & managers | 335 |  | 287.5 | .3248 | 0 |
| 7011 | Hotels & motels | 176 | 7 | 127.8 | .2764 | 27 |
| 8011 | Offices & clinics of medical doctors | 400 | 1 | 130.3 | .1934 | 11 |
| 8062 | General medical & surgical hospitals | 12 | 8 | 195.1 | .0920 | 95 |
| 8322 | Individual & family social services | 219 |  | 68.3 | .5137 | 0 |
| 8661 | Religious organizations | 220 |  | 66.0 | .1222 | 0 |
| 8731 | Commercial physical research | 32 | 3 | 93.6 | .9112 | 93 |
| **Santa Clara** | **All mfg. & svcs.** | **25,197** | **491** | **43,188.7** | **.7546** | **67** |
| 2033 | Canned fruits & vegetables | 14 | 12 | 679.7 | 5.0845 | 99 |
| 2034 | Dehydrated fruits, vegetables, & soups | 7 | 3 | 485.5 | 20.3045 | 98 |
| 2711 | Newspapers | 49 | 5 | 180.8 | .6480 | 78 |
| 2834 | Pharmaceutical preparations | 4 | 3 | 326.4 | 1.1810 | 100 |
| 3264 | Porcelain electrical supplies | 5 | 2 | 129.3 | 4.9216 | 95 |
| 3489 | Ordnance & accessories n.e.c. | 1 | 1 | 679.4 | 29.4699 | 100 |
| 3559 | Special industry machinery n.e.c. | 13 | 3 | 160.0 | 2.1524 | 87 |
| 3571 | Electronic computers | 33 | 25 | 4,335.4 | 22.6592 | 99 |
| 3572 | Computer storage devices | 7 | 4 | 293.0 | 17.9545 | 94 |
| 3575 | Computer terminals | 3 | 3 | 1,311.8 | 44.0615 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 95 | 34 | 2,625.5 | 9.2200 | 93 |
| 3599 | Industrial machinery n.e.c. | 569 | 3 | 326.5 | 1.7107 | 26 |
| 3661 | Telephone & telegraph apparatus | 20 | 11 | 760.5 | 3.3795 | 91 |
| 3671 | Electron tubes | 5 | 3 | 173.1 | 5.2866 | 100 |
| 3672 | Printed circuit boards | 19 | 8 | 153.9 | 5.9013 | 75 |
| 3674 | Semiconductors & related devices | 97 | 41 | 1,921.0 | 15.7065 | 95 |
| 3679 | Electronic components n.e.c. | 127 | 41 | 1,634.9 | 7.9113 | 92 |
| 3695 | Magnetic & optical recording media | 8 | 3 | 142.2 | 9.3185 | 85 |
| 3699 | Electrical equipment & supplies n.e.c. | 35 | 7 | 148.3 | .8031 | 71 |
| 3711 | Motor vehicles & passenger-car bodies | 6 | 3 | 926.5 | .9997 | 99 |
| 3812 | Search & navigation equipment | 10 | 3 | 204.8 | 3.5236 | 96 |
| 3825 | Electricity-measuring instruments | 47 | 13 | 1,281.3 | 18.7676 | 96 |
| 3829 | Measuring & controlling devices n.e.c. | 37 | 9 | 201.9 | 5.0679 | 73 |
| 3845 | Electromedical equipment | 3 | 3 | 58.2 | 2.3331 | 100 |
| 4212 | Local trucking without storage | 131 | 1 | 280.5 | .5787 | 3 |
| 4813 | Nonradio telephone communications | 15 | 6 | 261.4 | .2637 | 75 |
| 6036 | Nonfederal savings institutions | 160 | 1 | 1,458.2 | 1.3799 | 55 |
| 6324 | Hospital & medical service plans | 1 | 1 | 324.0 | 2.2115 | 100 |
| 6411 | Insurance agents, brokers, & service | 1,042 |  | 426.0 | .4879 | 0 |
| 6513 | Operators of apartment buildings | 506 |  | 110.8 | .9757 | 0 |
| 6531 | Real-estate agents & managers | 1,308 | 1 | 791.6 | .8943 | 1 |
| 7011 | Hotels & motels | 179 | 10 | 206.4 | .4464 | 73 |
| 7212 | Garment pressing & cleaners' agents | 207 |  | 112.3 | 2.8726 | 0 |
| 7231 | Beauty shops | 772 |  | 79.7 | .5095 | 0 |
| 7291 | Tax-return preparation services | 262 |  | 76.0 | 1.2654 | 0 |
| 7349 | Building maintenance services n.e.c. | 281 | 2 | 116.3 | 1.7527 | 56 |
| 7361 | Employment agencies | 158 |  | 43.2 | 1.1232 | 0 |
| 7371 | Computer programming services | 24 | 6 | 283.8 | 11.1631 | 93 |
| 7372 | Prepackaged software | 205 | 16 | 1,395.5 | 11.3278 | 95 |
| 7374 | Computer processing & data preparatior | 155 | 3 | 368.6 | 1.9236 | 64 |
| 7379 | Computer-related services n.e.c. | 287 | 8 | 1,081.6 | 10.5140 | 95 |
| 7389 | Business services n.e.c. | 568 | 3 | 230.2 | 1.0163 | 11 |
| 7532 | Top & body repair & paint shops | 287 |  | 96.0 | .7211 | 0 |
| 7538 | General automotive repair shops | 471 |  | 136.4 | .5848 | 0 |
| 7699 | Repair services n.e.c. | 235 |  | 141.1 | .9760 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,191 | 3 | 373.2 | .5540 | 7 |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **CALIFORNIA** (Santa Clara, cont.) | | | | | | |
| 8021 | Offices & clinics of dentists | 847 | | 251.3 | .9649 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 445 | | 78.1 | .8452 | 0 |
| 8059 | Nursing & personal care n.e.c. | 191 | 7 | 21.7 | .3302 | 47 |
| 8062 | General medical & surgical hospitals | 14 | 12 | 1,132.5 | .5341 | 100 |
| 8111 | Legal services | 1,080 | 3 | 346.4 | .5681 | 14 |
| 8211 | Elementary & secondary schools | 443 | | 258.5 | .4145 | 0 |
| 8221 | Colleges & universities | 8 | 3 | 124.7 | 2665 | 95 |
| 8322 | Individual & family social services | 540 | | 223.6 | 1.6816 | 0 |
| 8641 | Civic & social associations | 168 | | 50.4 | .3973 | 0 |
| 8661 | Religious organizations | 643 | | 321.5 | .5952 | 0 |
| 8711 | Engineering services | 563 | 3 | 519.0 | 1.6682 | 31 |
| 8721 | Accounting, auditing, & bookkeeping | 529 | 1 | 184.2 | .6543 | 5 |
| 8731 | Commercial physical research | 89 | 12 | 198.0 | 1.9276 | 77 |
| 8742 | Management consulting services | 263 | 2 | 167.3 | 1.8622 | 40 |
| **Santa Cruz** | **All mfg. & svcs.** | **4,184** | **32** | **4,044.7** | **.0707** | **51** |
| 2037 | Frozen fruits & vegetables | 4 | 3 | 375.6 | 4.9093 | 99 |
| 8062 | General medical & surgical hospitals | 4 | 4 | 145.7 | .0687 | 100 |
| **Shasta** | **All mfg. & svcs.** | **2,712** | **14** | **2,039.0** | **.0356** | **31** |
| **Sierra** | **All mfg. & svcs.** | **66** | **2** | **83.5** | **.0015** | **63** |
| **Siskiyou** | **All mfg. & svcs.** | **1,015** | **2** | **500.1** | **.0087** | **4** |
| **Solano** | **All mfg. & svcs.** | **1,373** | **23** | **2,175.6** | **.0380** | **57** |
| 8062 | General medical & surgical hospitals | 6 | 4 | 164.0 | .0774 | 99 |
| 8631 | Labor organizations | 5 | 2 | 87.3 | 2.1095 | 100 |
| **Sonoma** | **All mfg. & svcs.** | **14,450** | **50** | **7,798.6** | **.1363** | **22** |
| 2084 | Wines, brandy, & brandy spirits | 105 | 7 | 583.3 | 13.2286 | 48 |
| 4212 | Local trucking without storage | 164 | 1 | 361.1 | .7450 | 11 |
| 6411 | Insurance agents, brokers, & service | 652 | | 197.2 | .2258 | 0 |
| 6531 | Real-estate agents & managers | 841 | | 434.0 | .4903 | 0 |
| 7011 | Hotels & motels | 182 | 2 | 98.1 | .2122 | 10 |
| 7231 | Beauty shops | 611 | | 62.8 | .4014 | 0 |
| 7389 | Business services n.e.c. | 270 | | 74.5 | .3289 | 0 |
| 8011 | Offices & clinics of medical doctors | 717 | 1 | 218.5 | .3244 | 0 |
| 8021 | Offices & clinics of dentists | 571 | | 113.7 | .4366 | 0 |
| 8062 | General medical & surgical hospitals | 9 | 7 | 282.4 | .1332 | 99 |
| 8322 | Individual & family social services | 401 | | 167.7 | 1.2612 | 0 |
| 8351 | Child day-care services | 229 | | 45.7 | .6136 | 0 |
| 8661 | Religious organizations | 564 | | 168.8 | .3125 | 0 |
| **Stanislaus** | **All mfg. & svcs.** | **4,363** | **46** | **5,338.9** | **.0933** | **51** |
| 2033 | Canned fruits & vegetables | 6 | 5 | 247.2 | 1.8492 | 100 |
| 2084 | Wines, brandy, & brandy spirits | 4 | 1 | 484.3 | 10.9834 | 97 |
| 8062 | General medical & surgical hospitals | 9 | 5 | 348.7 | 1645 | 96 |
| 8222 | Junior colleges & technical institutes | 3 | 2 | 72.6 | .8735 | 99 |
| 8661 | Religious organizations | 243 | | 72.9 | .1350 | 0 |
| **Sutter** | **All mfg. & svcs.** | **389** | **4** | **389.5** | **.0068** | **22** |
| **Tehama** | **All mfg. & svcs.** | **707** | **3** | **465.2** | **.0081** | **26** |
| **Trinity** | **All mfg. & svcs.** | **463** | **1** | **178.7** | **.0031** | **1** |
| **Tulare** | **All mfg. & svcs.** | **3,594** | **32** | **2,669.7** | **.0466** | **32** |
| 8062 | General medical & surgical hospitals | 7 | 7 | 169.4 | .0799 | 100 |
| 8661 | Religious organizations | 274 | | 54.8 | .1015 | 0 |
| **Tuolumne** | **All mfg. & svcs.** | **901** | **8** | **510.4** | **.0089** | **27** |
| **Ventura** | **All mfg. & svcs.** | **9,235** | **90** | **8,598.8** | **.1502** | **43** |
| 3679 | Electronic components n.e.c. | 21 | 6 | 144.3 | .6983 | 77 |
| 3728 | Aircraft parts & equipment n.e.c. | 5 | 2 | 458.2 | 3.1260 | 97 |
| 4813 | Nonradio telephone communications | 15 | 2 | 145.7 | .1470 | 57 |
| 6531 | Real-estate agents & managers | 498 | | 242.7 | .2742 | 0 |
| 7011 | Hotels & motels | 94 | 4 | 73.3 | .1585 | 41 |
| 8011 | Offices & clinics of medical doctors | 546 | | 166.7 | .2475 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 242 | | 63.1 | .6829 | 0 |
| 8062 | General medical & surgical hospitals | 9 | 8 | 300.0 | .1415 | 98 |
| 8211 | Elementary & secondary schools | 202 | | 111.4 | .1786 | 0 |
| 8222 | Junior colleges & technical institutes | 3 | 2 | 118.6 | 1.4270 | 99 |
| 8322 | Individual & family social services | 214 | | 88.2 | .6633 | 0 |
| 8351 | Child day-care services | 170 | | 33.8 | .4538 | 0 |
| 8661 | Religious organizations | 356 | | 106.8 | .1977 | 0 |
| **Yolo** | **All mfg. & svcs.** | **2,060** | **20** | **2,406.6** | **.0420** | **51** |
| 8221 | Colleges & universities | 2 | 1 | 559.9 | 1.1965 | 100 |
| **Yuba** | **All mfg. & svcs.** | **300** | **5** | **374.7** | **.0065** | **54** |
| **STATE TOTAL** | **All mfg. & svcs.** | **465,290** | **5,715** | **580,226.5** | **10.1373** | **55** |

## COLORADO

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Adams** | **All mfg. & svcs.** | **3,886** | **40** | **3,683.0** | **.0643** | **42** |
| 4213 | Nonlocal trucking | 68 | 5 | 274.4 | .4586 | 65 |
| 8661 | Religious organizations | 149 | | 74.5 | .1379 | 0 |
| **Alamosa** | **All mfg. & svcs.** | **318** | **2** | **196.3** | **.0034** | **11** |
| **Arapahoe** | **All mfg. & svcs.** | **4,477** | **73** | **7,674.9** | **.1341** | **50** |
| 3761 | Guided missiles & space vehicles | 3 | 2 | 1,214.0 | 9.3539 | 100 |
| 6411 | Insurance agents, brokers, & service | 254 | 3 | 1,234.8 | 1.4141 | 22 |
| 6719 | Holding companies n.e.c. | 2 | 1 | 11.3 | .0743 | 47 |
| 8661 | Religious organizations | 125 | | 62.5 | .1157 | 0 |
| 8711 | Engineering services | 104 | 3 | 76.6 | 2462 | 72 |
| **Archuleta** | **All mfg. & svcs.** | **131** | **1** | **90.8** | **.0016** | **15** |
| **Baca** | **All mfg. & svcs.** | **126** | | **76.2** | **.0013** | **0** |
| **Bent** | **All mfg. & svcs.** | **85** | **1** | **84.5** | **.0015** | **43** |
| **Boulder** | **All mfg. & svcs.** | **4,939** | **66** | **6,152.1** | **.1075** | **58** |
| 3571 | Electronic computers | 3 | 3 | 548.0 | 2.8641 | 100 |
| 3861 | Photographic equipment & supplies | 2 | 1 | 1,277.2 | 8.9828 | 100 |
| 4213 | Nonlocal trucking | 9 | 1 | 293.8 | .4911 | 97 |
| 8731 | Commercial physical research | 26 | 1 | 166.0 | 1.6160 | 93 |
| **Chaffee** | **All mfg. & svcs.** | **365** | **2** | **301.9** | **.0053** | **12** |
| **Cheyenne** | **All mfg. & svcs.** | **55** | | **45.7** | **.0008** | **0** |
| **Clear Creek** | **All mfg. & svcs.** | **138** | **1** | **78.2** | **.0014** | **27** |
| **Conejos** | **All mfg. & svcs.** | **94** | | **73.3** | **.0013** | **0** |
| **Costilla** | **All mfg. & svcs.** | **42** | | **40.0** | **.0007** | **0** |
| **Crowley** | **All mfg. & svcs.** | **46** | **1** | **22.8** | **.0004** | **14** |
| **Custer** | **All mfg. & svcs.** | **56** | | **21.2** | **.0004** | **0** |
| **Delta** | **All mfg. & svcs.** | **441** | **2** | **311.4** | **.0054** | **9** |
| **Denver** | **All mfg. & svcs.** | **18,917** | **263** | **23,822.5** | **.4162** | **53** |
| 2711 | Newspapers | 44 | 1 | 198.6 | .7118 | 91 |
| 2752 | Commercial lithographic printing | 133 | 4 | 174.5 | .7897 | 35 |
| 3161 | Luggage | 2 | 1 | 209.0 | 23.1605 | 100 |
| 3661 | Telephone & telegraph apparatus | 2 | 2 | 815.8 | 3.6252 | 100 |
| 4213 | Nonlocal trucking | 80 | 5 | 245.7 | .4107 | 39 |
| 6021 | National commercial banks | 20 | 6 | 957.9 | .8063 | 89 |
| 6022 | State commercial banks | 19 | 5 | 614.7 | .7397 | 73 |
| 6211 | Security brokers & dealers | 135 | 3 | 1,241.9 | 9378 | 31 |
| 6282 | Investment advice | 193 | | 388.2 | 3.1869 | 0 |
| 6411 | Insurance agents, brokers, & service | 883 | 1 | 611.7 | .7005 | 17 |
| 6531 | Real-estate agents & managers | 1,021 | 3 | 710.3 | .8024 | 34 |
| 7011 | Hotels & motels | 183 | 29 | 471.1 | 1.0189 | 90 |
| 7231 | Beauty shops | 517 | | 54.4 | .3478 | 0 |
| 7349 | Building maintenance services n.e.c. | 182 | 1 | 39.5 | .5953 | 10 |
| 7363 | Help supply services | 47 | 1 | 44.7 | 4.7312 | 89 |
| 7389 | Business services n.e.c. | 386 | | 184.3 | .8137 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,018 | | 291.1 | .4321 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 379 | | 69.4 | .7510 | 0 |
| 8059 | Nursing & personal care n.e.c. | 82 | 7 | 58.7 | .8931 | 85 |
| 8062 | General medical & surgical hospitals | 19 | 15 | 1,087.1 | .5127 | 100 |
| 8093 | Specialty outpatient clinics n.e.c. | 144 | | 14.7 | .4989 | 0 |
| 8111 | Legal services | 1,338 | 8 | 492.6 | .8079 | 32 |
| 8211 | Elementary & secondary schools | 275 | | 163.1 | .2616 | 0 |
| 8221 | Colleges & universities | 14 | 4 | 394.3 | .8426 | 96 |
| 8661 | Religious organizations | 577 | | 230.9 | .4275 | 0 |
| 8711 | Engineering services | 304 | | 226.5 | .7280 | 0 |
| 8712 | Architectural services | 265 | | 131.8 | 1.0558 | 0 |
| 8721 | Accounting, auditing, & bookkeeping | 546 | 5 | 286.0 | 1.0159 | 23 |
| 8741 | Management services | 169 | | 116.3 | 1.2090 | 0 |
| **Dolores** | **All mfg. & svcs.** | **28** | | **22.3** | **.0004** | **0** |
| **Douglas** | **All mfg. & svcs.** | **448** | **3** | **291.1** | **.0051** | **37** |
| **Eagle** | **All mfg. & svcs.** | **712** | **8** | **446.0** | **.0078** | **17** |
| **Elbert** | **All mfg. & svcs.** | **89** | | **57.4** | **.0010** | **0** |
| **El Paso** | **All mfg. & svcs.** | **6,350** | **71** | **6,456.4** | **.1128** | **50** |
| 3572 | Computer storage devices | 1 | 1 | 488.4 | 29.9283 | 100 |
| 3674 | Semiconductors & related devices | 7 | 3 | 118.7 | .9705 | 97 |
| 6531 | Real-estate agents & managers | 399 | | 194.3 | .2195 | 0 |
| 7011 | Hotels & motels | 141 | 6 | 146.4 | .3166 | 53 |
| 8062 | General medical & surgical hospitals | 8 | 5 | 267.1 | .1260 | 99 |
| 8211 | Elementary & secondary schools | 139 | | 87.1 | .1397 | 0 |
| 8221 | Colleges & universities | 4 | 3 | 476.9 | 1.0191 | 100 |
| 8661 | Religious organizations | 213 | | 84.4 | .1563 | 0 |
| **Fremont** | **All mfg. & svcs.** | **540** | **3** | **429.4** | **.0075** | **22** |
| **Garfield** | **All mfg. & svcs.** | **852** | **6** | **496.8** | **.0087** | **20** |
| **Gilpin** | **All mfg. & svcs.** | **32** | | **11.6** | **.0002** | **0** |
| **Grand** | **All mfg. & svcs.** | **401** | **1** | **220.5** | **.0039** | **6** |
| **Gunnison** | **All mfg. & svcs.** | **407** | **1** | **196.8** | **.0034** | **11** |
| **Hinsdale** | **All mfg. & svcs.** | **34** | | **15.0** | **.0003** | **0** |
| **Huerfano** | **All mfg. & svcs.** | **160** | | **82.5** | **.0014** | **0** |
| **Jackson** | **All mfg. & svcs.** | **51** | | **28.1** | **.0005** | **0** |
| **Jefferson** | **All mfg. & svcs.** | **3,349** | **28** | **3,924.4** | **.0686** | **60** |
| 3483 | Ammunition, except small-arms, n.e.c. | 1 | 1 | 817.5 | 30.3227 | 100 |
| 3842 | Surgical appliances & supplies | 5 | 2 | 179.6 | 2.3879 | 96 |
| 8069 | Nonpsychiatric specialty hospitals | 1 | 1 | 135.0 | 4.1490 | 100 |
| **Kiowa** | **All mfg. & svcs.** | **61** | | **51.7** | **.0009** | **0** |
| **Kit Carson** | **All mfg. & svcs.** | **199** | **1** | **128.1** | **.0022** | **3** |
| **Lake** | **All mfg. & svcs.** | **117** | | **52.7** | **.0009** | **0** |
| **La Plata** | **All mfg. & svcs.** | **949** | **8** | **663.1** | **.0116** | **18** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Larimer** | **All mfg. & svcs.** | 3,458 | 27 | 3,378.5 | .0590 | 47 |
| 3578 | Calculating & accounting equipment | 1 | 1 | 401.1 | 12.6418 | 100 |
| 3829 | Measuring & controlling devices n.e.c. | 2 | 1 | 184.2 | 4.6236 | 100 |
| *8221* | *Colleges & universities* | *1* | *1* | *203.0* | *.4338* | *100* |
| **Las Animas** | **All mfg. & svcs.** | 241 | 3 | 136.9 | .0024 | 10 |
| **Lincoln** | **All mfg. & svcs.** | 147 | | 121.4 | .0021 | 0 |
| **Logan** | **All mfg. & svcs.** | 404 | 3 | 446.5 | .0078 | 17 |
| **Mesa** | **All mfg. & svcs.** | 1,844 | 17 | 1,771.5 | .0310 | 30 |
| **Mineral** | **All mfg. & svcs.** | 42 | | 21.6 | .0004 | 0 |
| **Moffat** | **All mfg. & svcs.** | 278 | 1 | 123.0 | .0021 | 4 |
| **Montezuma** | **All mfg. & svcs.** | 417 | 3 | 224.5 | .0039 | 9 |
| **Montrose** | **All mfg. & svcs.** | 487 | 4 | 616.0 | .0108 | 52 |
| **Morgan** | **All mfg. & svcs.** | 468 | 10 | 883.5 | .0154 | 66 |
| **Otero** | **All mfg. & svcs.** | 430 | 6 | 305.5 | .0053 | 32 |
| **Ouray** | **All mfg. & svcs.** | 54 | | 27.7 | .0005 | 0 |
| **Park** | **All mfg. & svcs.** | 158 | | 78.1 | .0014 | 0 |
| **Phillips** | **All mfg. & svcs.** | 131 | | 73.8 | .0013 | 0 |
| **Pitkin** | **All mfg. & svcs.** | 730 | 4 | 559.1 | .0098 | 27 |
| **Prowers** | **All mfg. & svcs.** | 329 | 1 | 229.7 | .0040 | 4 |
| **Pueblo** | **All mfg. & svcs.** | 1,903 | 16 | 1,658.8 | .0290 | 37 |
| 3312 | Blast furnaces & steel mills | 1 | 1 | 246.7 | .8998 | 100 |
| **Rio Blanco** | **All mfg. & svcs.** | 198 | | 102.4 | .0018 | 0 |
| **Rio Grande** | **All mfg. & svcs.** | 280 | | 196.4 | .0034 | 0 |
| **Routt** | **All mfg. & svcs.** | 212 | 2 | 172.5 | .0030 | 12 |
| **Saguache** | **All mfg. & svcs.** | 77 | | 46.8 | .0008 | 0 |
| **San Juan** | **All mfg. & svcs.** | 30 | | 19.4 | .0003 | 0 |
| **San Miguel** | **All mfg. & svcs.** | 121 | | 42.4 | .0007 | 0 |
| **Sedgwick** | **All mfg. & svcs.** | 79 | | 50.2 | .0009 | 0 |
| **Summit** | **All mfg. & svcs.** | 466 | 2 | 311.8 | .0054 | 5 |
| **Teller** | **All mfg. & svcs.** | 215 | | 100.6 | .0018 | 0 |
| **Washington** | **All mfg. & svcs.** | 115 | | 115.6 | .0020 | 0 |
| **Weld** | **All mfg. & svcs.** | 1,79[illegible] | 16 | 2,007.6 | .0351 | 48 |
| 3861 | Photographic equipment & supplies | 2 | 1 | 272.7 | 1.9180 | 100 |
| **Yuma** | **All mfg. & svcs.** | 242 | | 191.6 | .0033 | 0 |
| **STATE TOTAL** | **All mfg. & svcs.** | 64,242 | 697 | 70,262.1 | 1.2276 | 47 |

## CONNECTICUT

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Fairfield** | **All mfg. & svcs.** | 16,804 | 375 | 23,054.1 | .4028 | 60 |
| 2051 | Bread, cake, & related products | 28 | 2 | 305.4 | 1.5871 | 88 |
| 2711 | Newspapers | 50 | 5 | 171.9 | .6161 | 69 |
| 2731 | Book publishing | 79 | 1 | 335.5 | 2.4646 | 78 |
| 2819 | Industrial inorganic chemicals n.e.c. | 3 | 1 | 15.0 | .0864 | 37 |
| 2844 | Toilet preparations | 8 | 2 | 529.9 | 3.8495 | 95 |
| 2869 | Industrial organic chemicals n.e.c. | 3 | 1 | 141.6 | .5621 | 83 |
| 3411 | Metal cans | 4 | 2 | 72.4 | .7236 | 78 |
| 3429 | Hardware n.e.c. | 13 | 7 | 115.4 | 1.1393 | 83 |
| 3577 | Computer peripheral equipment n.e.c. | 19 | 4 | 399.9 | 1.4043 | 92 |
| 3679 | Electronic components n.e.c. | 23 | 7 | 112.7 | .5454 | 79 |
| 3721 | Aircraft | 4 | 3 | 1,208.2 | 3.0541 | 100 |
| 3724 | Aircraft engines & engine parts | 2 | 2 | 538.7 | 4.9439 | 100 |
| 3812 | Search & navigation equipment | 4 | 2 | 15.5 | .2667 | 63 |
| 3829 | Measuring & controlling devices n.e.c. | 15 | 6 | 136.5 | 3.4263 | 95 |
| 3841 | Surgical & medical instruments | 17 | 5 | 147.8 | 2.5739 | 91 |
| *4953* | *Refuse systems* | *110* | | *216.6* | *.8993* | *0* |
| *6021* | *National commercial banks* | *7* | *4* | *374.4* | *.3151* | *95* |
| *6411* | *Insurance agents, brokers, & service* | *482* | *1* | *298.9* | *.3423* | *26* |
| *6531* | *Real-estate agents & managers* | *934* | *2* | *525.4* | *.5936* | *41* |
| *6719* | *Holding companies n.e.c.* | *16* | *3* | *128.5* | *.8448* | *12* |
| *7011* | *Hotels & motels* | *74* | *8* | *95.2* | *.2059* | *77* |
| *7349* | *Building maintenance services n.e.c.* | *188* | *1* | *36.2* | *.5456* | *19* |
| *7361* | *Employment agencies* | *417* | | *80.5* | *2.0930* | *0* |
| *7374* | *Computer processing & data preparation* | *137* | | *154.5* | *.8063* | *0* |
| *7389* | *Business services n.e.c.* | *399* | | *143.2* | *.6322* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *914* | | *301.1* | *.4470* | *0* |
| *8021* | *Offices & clinics of dentists* | *382* | | *116.2* | *.4462* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *48* | *8* | *33.7* | *.5127* | *92* |
| *8062* | *General medical & surgical hospitals* | *9* | *9* | *664.0* | *.3132* | *100* |
| *8111* | *Legal services* | *844* | *4* | *258.0* | *.4231* | *18* |
| *8211* | *Elementary & secondary schools* | *277* | | *167.5* | *.2686* | *0* |
| *8221* | *Colleges & universities* | *12* | *5* | *147.8* | *.3159* | *95* |
| *8322* | *Individual & family social services* | *385* | *1* | *161.2* | *1.2123* | *27* |
| *8351* | *Child day-care services* | *291* | | *58.2* | *.7814* | *0* |
| *8641* | *Civic & social associations* | *178* | | *71.1* | *.5605* | *0* |
| *8661* | *Religious organizations* | *547* | | *163.9* | *.3034* | *0* |
| *8711* | *Engineering services* | *250* | *4* | *145.2* | *.4667* | *71* |
| *8731* | *Commercial physical research* | *34* | *8* | *142.9* | *1.3912* | *86* |
| **Hartford** | **All mfg. & svcs.** | 14,690 | 353 | 47,296.3 | .8263 | 79 |
| 2711 | Newspapers | 44 | 5 | 171.3 | .6140 | 77 |
| 2752 | Commercial lithographic printing | 54 | 5 | 142.5 | .6449 | 54 |
| 3429 | Hardware n.e.c. | 11 | 4 | 324.0 | 3.1988 | 95 |
| 3451 | Screw-machine products | 61 | 1 | 137.1 | 3.6468 | 44 |
| 3495 | Wire springs | 23 | 7 | 264.2 | 13.3428 | 70 |
| 3545 | Machine-tool accessories | 37 | 6 | 58.4 | 2.7102 | 67 |
| 3562 | Ball & roller bearings | 9 | 7 | 284.3 | 10.4258 | 98 |
| 3599 | Industrial machinery n.e.c. | 276 | 4 | 225.2 | 1.1799 | 44 |
| 3625 | Relays & industrial controls | 14 | 8 | 321.6 | 4.4772 | 95 |
| 3674 | Semiconductors & related devices | 1 | 1 | 170.7 | 1.3957 | 100 |
| 3679 | Electronic components n.e.c. | 10 | 4 | 142.3 | .6886 | 96 |
| 3724 | Aircraft engines & engine parts | 30 | 8 | 731.4 | 6.7124 | 89 |
| 3728 | Aircraft parts & equipment n.e.c. | 14 | 5 | 1,181.5 | 8.0607 | 98 |
| *4911* | *Electric services* | *11* | *2* | *402.4* | *.2764* | *71* |
| *4931* | *Electric & other services combined* | *3* | *2* | *963.8* | *3.2865* | *99* |
| *6021* | *National commercial banks* | *9* | *2* | *116.8* | *.0983* | *65* |
| *6035* | *Federal savings institutions* | *2* | *1* | *177.6* | *.4298* | *75* |
| *6036* | *Nonfederal savings institutions* | *42* | *7* | *874.9* | *.8279* | *70* |
| *6311* | *Life insurance* | *12* | *6* | *3,475.3* | *2.9201* | *99* |
| *6321* | *Accident & health insurance* | *6* | *5* | *13,755.7* | *9.8660* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *16* | *12* | *5,278.0* | *6.2813* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *572* | | *354.9* | *.4064* | *0* |
| *6531* | *Real-estate agents & managers* | *640* | | *313.8* | *.3545* | *0* |
| *7011* | *Hotels & motels* | *95* | *11* | *143.4* | *.3102* | *80* |
| *7231* | *Beauty shops* | *544* | | *55.9* | *.3573* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *166* | *2* | *36.7* | *.5531* | *25* |
| *7389* | *Business services n.e.c.* | *270* | *1* | *123.8* | *.5466* | *18* |
| *8011* | *Offices & clinics of medical doctors* | *1,065* | | *317.1* | *.4707* | *0* |
| *8021* | *Offices & clinics of dentists* | *544* | | *113.5* | *.4358* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *75* | *11* | *21.9* | *.3332* | *78* |
| *8062* | *General medical & surgical hospitals* | *13* | *12* | *1,000.1* | *.4717* | *100* |
| *8111* | *Legal services* | *844* | *2* | *331.9* | *.5443* | *7* |
| *8211* | *Elementary & secondary schools* | *253* | | *147.7* | *.2369* | *0* |
| *8221* | *Colleges & universities* | *12* | *6* | *120.0* | *.2564* | *95* |
| *8322* | *Individual & family social services* | *330* | | *167.8* | *1.2620* | *0* |
| *8351* | *Child day-care services* | *250* | | *49.7* | *.6673* | *0* |
| *8641* | *Civic & social associations* | *197* | | *58.9* | *.4643* | *0* |
| *8661* | *Religious organizations* | *530* | | *159.2* | *.2947* | *0* |
| *8711* | *Engineering services* | *150* | *2* | *372.4* | *1.1970* | *69* |
| *8721* | *Accounting, auditing, & bookkeeping* | *235* | *5* | *157.5* | *.5595* | *40* |
| **Litchfield** | **All mfg. & svcs.** | 2,939 | 59 | 2,908.0 | .0508 | 56 |
| **Middlesex** | **All mfg. & svcs.** | 2,434 | 55 | 2,805.7 | .0490 | 54 |
| 3728 | Aircraft parts & equipment n.e.c. | 4 | 4 | 609.3 | 4.1569 | 100 |
| **New Haven** | **All mfg. & svcs.** | 13,440 | 300 | 17,401.7 | .3040 | 55 |
| 2711 | Newspapers | 36 | 6 | 140.1 | .5021 | 85 |
| 2752 | Commercial lithographic printing | 76 | 5 | 154.1 | .6974 | 39 |
| 3089 | Plastics products n.e.c. | 59 | 5 | 167.2 | .5132 | 63 |
| 3451 | Screw-machine products | 68 | 6 | 156.4 | 4.1601 | 38 |
| 3469 | Metal stampings n.e.c. | 33 | 8 | 187.7 | 1.9091 | 75 |
| 3669 | Communications equipment n.e.c. | 2 | 1 | 74.2 | 2.7174 | 97 |
| 3714 | Motor-vehicle parts & accessories | 11 | 6 | 333.2 | .5576 | 94 |
| 3724 | Aircraft engines & engine parts | 2 | 1 | 206.3 | 1.8933 | 98 |
| 3829 | Measuring & controlling devices n.e.c. | 16 | 4 | 194.2 | 4.8746 | 93 |
| *4213* | *Nonlocal trucking* | *96* | *1* | *166.5* | *.2783* | *9* |
| *6036* | *Nonfederal savings institutions* | *41* | *3* | *455.0* | *.4306* | *46* |
| *6411* | *Insurance agents, brokers, & service* | *404* | | *164.9* | *.1888* | *0* |
| *6531* | *Real-estate agents & managers* | *527* | | *324.2* | *.3663* | *0* |
| *7011* | *Hotels & motels* | *70* | *6* | *61.0* | *.1319* | *40* |
| *7349* | *Building maintenance services n.e.c.* | *129* | *1* | *30.6* | *.4612* | *16* |
| *7361* | *Employment agencies* | *460* | *1* | *140.3* | *3.6478* | *1* |
| *7389* | *Business services n.e.c.* | *201* | *1* | *70.2* | *.3099* | *7* |
| *8011* | *Offices & clinics of medical doctors* | *955* | *1* | *289.6* | *.4299* | *2* |
| *8059* | *Nursing & personal care n.e.c.* | *95* | *5* | *13.5* | *.2054* | *52* |
| *8062* | *General medical & surgical hospitals* | *17* | *14* | *925.1* | *.4363* | *100* |
| *8111* | *Legal services* | *611* | *1* | *209.8* | *.3441* | *5* |
| *8211* | *Elementary & secondary schools* | *291* | | *172.5* | *.2766* | *0* |
| *8221* | *Colleges & universities* | *9* | *5* | *179.8* | *.3842* | *96* |
| *8322* | *Individual & family social services* | *304* | | *94.2* | *.7085* | *0* |
| *8351* | *Child day-care services* | *234* | | *46.8* | *.6284* | *0* |
| *8661* | *Religious organizations* | *520* | | *104.0* | *.1925* | *0* |
| **New London** | **All mfg. & svcs.** | 3,431 | 62 | 5,094.1 | .0890 | 68 |
| 3731 | Ship building & repairing | 5 | 3 | 1,462.7 | 21.2787 | 100 |
| *4911* | *Electric services* | *9* | *3* | *101.1* | *.0694* | *55* |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *192.0* | *.0906* | *100* |
| **Tolland** | **All mfg. & svcs.** | 1,324 | 18 | 1,034.8 | .0181 | 44 |
| **Windham** | **All mfg. & svcs.** | 1,056 | 36 | 1,639.6 | .0286 | 60 |
| **STATE TOTAL** | **All mfg. & svcs.** | 56,118 | 1,258 | 101,234.3 | 1.7687 | 68 |

1987 S&MM Estimate

## DELAWARE

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Kent** | **All mfg. & svcs.** | **1,321** | **25** | **1,610.0** | **.0281** | **53** |
| **New Castle** | **All mfg. & svcs.** | **5,772** | **138** | **13,503.6** | **.2359** | **70** |
| 2819 | Industrial inorganic chemicals n.e.c. | 2 | 2 | 220.9 | 1.2728 | 100 |
| 2824 | Noncellulosic manmade organic fibers | 8 | 2 | 111.3 | 1.5686 | 98 |
| 3312 | Blast furnaces & steel mills | 2 | 2 | 127.7 | .4657 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 2 | 2,771.7 | 2.9906 | 100 |
| 3764 | Space-propulsion units & parts | 2 | 1 | 39.1 | 1.5875 | 98 |
| *4213* | *Nonlocal trucking* | *24* | *4* | *212.2* | *.3547* | *82* |
| *6021* | *National commercial banks* | *9* | *4* | *445.1* | *.3746* | *95* |
| *6141* | *Personal credit institutions* | *42* | *3* | *1,161.5* | *2.7904* | *83* |
| *6153* | *Short-term business credit* | *4* | *2* | *1,054.9* | *8.7772* | *99* |
| *6719* | *Holding companies n.e.c.* | *7* | *2* | *181.6* | *1.1939* | *91* |
| *8062* | *General medical & surgical hospitals* | *9* | *8* | *532.0* | *.2509* | *100* |
| *8211* | *Elementary & secondary schools* | *143* | | *80.6* | *.1293* | *0* |
| *8661* | *Religious organizations* | *305* | | *92.2* | *.1707* | *0* |
| **Sussex** | **All mfg. & svcs.** | **1,822** | **26** | **2,368.1** | **.0414** | **60** |
| 2015 | Poultry slaughtering & processing | 5 | 4 | 218.1 | 1.9330 | 99 |
| 2824 | Noncellulosic manmade organic fibers | 2 | 1 | 560.8 | 7.9038 | 100 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *125.0* | *.0590* | *99* |
| **STATE TOTAL** | **All mfg. & s** | **8,915** | **189** | **17,481.7** | **.3054** | **67** |

## DISTRICT OF COLUMBIA

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **District of Columbia** | **All mfg. & svcs.** | **17,807** | **342** | **31,150.2** | **.5442** | **71** |
| 2721 | Periodicals | 102 | 4 | 558.6 | 3.2410 | 72 |
| 2759 | Commercial printing n.e.c. | 86 | 2 | 553.3 | 4.0932 | 95 |
| *4813* | *Nonradio telephone communications* | *20* | *5* | *1,433.5* | *1.4461* | *98* |
| *4832* | *Radio broadcasting stations* | *40* | *2* | *95.0* | *1.1384* | *61* |
| *4911* | *Electric services* | *6* | *4* | *646.8* | *.4442* | *79* |
| *4924* | *Natural-gas distribution* | *1* | *1* | *616.7* | *3.4055* | *100* |
| *6011* | *Federal reserve banks* | *1* | *1* | *297.8* | *1.7733* | *100* |
| *6021* | *National commercial banks* | *17* | *10* | *1,959.2* | *1.6491* | *98* |
| *6111* | *Federal & federal-sponsored credit* | *2* | *2* | *1,413.1* | *14.5568* | *100* |
| *6153* | *Short-term business credit* | *1* | *1* | *915.0* | *7.6132* | *100* |
| *6159* | *Misc. business credit institutions* | *6* | *3* | *1,529.4* | *12.6539* | *98* |
| *6211* | *Security brokers & dealers* | [illegible] | *5* | *1,084.0* | *.8186* | *80* |
| *6311* | *Life insurance* | [illegible] | *5* | *622.2* | *.5228* | *96* |
| *6324* | *Hospital & medical service plans* | [illegible] | *1* | *405.0* | *2.7644* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | [illegible] | *7* | *530.5* | *.6313* | *96* |
| *6513* | *Operators of apartment buildings* | *340* | | *95.1* | *.8374* | *0* |
| *6531* | *Real-estate agents & managers* | *621* | *4* | *693.8* | *.7838* | *51* |
| *7011* | *Hotels & motels* | *156* | *34* | *358.3* | *.7750* | *79* |
| *7231* | *Beauty shops* | *465* | | *56.7* | *.3625* | *0* |
| *7389* | *Business services n.e.c.* | *321* | *1* | *83.8* | *.3700* | *20* |
| *8011* | *Offices & clinirs of medical doctors* | *1,348* | *2* | *467.0* | *.6933* | *1* |
| *8021* | *Offices & clinics of dentists* | *468* | | *321.5* | *1.2344* | *0* |
| *8062* | *General medical & surgical hospitals* | *21* | *19* | *1,838.4* | *.8671* | *100* |
| *8111* | *Legal services* | *3,662* | *44* | *2,621.2* | *4.2990* | *24* |
| *8211* | *Elementary & secondary schools* | *277* | *2* | *449.2* | *.7203* | *87* |
| *8221* | *Colleges & universities* | *24* | *11* | *292.1* | *.6242* | *95* |
| *8231* | *Libraries* | *332* | *5* | *185.6* | *2.1822* | *58* |
| *8322* | *Individual & family social services* | *422* | *1* | *61.4* | *.4618* | *13* |
| *8412* | *Museums & art galleries* | *121* | *4* | *107.7* | *4.0660* | *77* |
| *8611* | *Business associations* | *195* | *17* | *754.4* | *15.0555* | *35* |
| *8621* | *Professional membership organizations* | *151* | *7* | *254.4* | *13.5132* | *56* |
| *8631* | *Labor organizations* | *156* | *10* | *107.2* | *2.5903* | *63* |
| *8641* | *Civic & social associations* | *666* | *4* | *160.6* | *1.2661* | *27* |
| *8661* | *Religious organizations* | *673* | *2* | *131.8* | *.2440* | *13* |
| *8711* | *Engineering services* | *152* | *3* | *170.0* | *.5464* | *61* |
| *8721* | *Accounting, auditing, & bookkeeping* | *191* | *9* | *308.9* | *1.0973* | *81* |
| *8733* | *Noncommercial research organizations* | *30* | *7* | *252.0* | *6.0404* | *70* |
| *8741* | *Management services* | *350* | | *110.5* | *1.1487* | *0* |
| *8748* | *Business consulting services n.e.c.* | *192* | *5* | *148.1* | *1.2920* | *41* |
| **STATE TOTAL** | **All mfg. & svcs.** | **17,807** | **342** | **31,150.2** | **.5442** | **71** |

## FLORIDA

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Alachua** | **All mfg. & svcs.** | **2,757** | **24** | **2,361.6** | **.0413** | **37** |
| 3691 | Storage batteries | 1 | 1 | 109.6 | 3.4721 | 100 |
| *8062* | *General medical & surgical hospitals* | *9* | *6* | *372.0* | *.1755* | *100* |
| *8221* | *Colleges & universities* | *1* | *1* | *165.0* | *.3526* | *100* |
| **Baker** | **All mfg. & svcs.** | **162** | **2** | **251.6** | **.0044** | **72** |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *180.0* | *.0849* | *100* |
| **Bay** | **All mfg. & svcs.** | **2,086** | **20** | **1,449.4** | **.0253** | **33** |
| **Bradford** | **All mfg. & svcs.** | **244** | **1** | **195.2** | **.0034** | **5** |
| **Brevard** | **All mfg. & svcs.** | **5,028** | **59** | **5,037.1** | **.0880** | **50** |
| 3264 | Porcelain electrical supplies | 1 | 1 | 32.5 | 1.2371 | 100 |
| 3679 | Electronic components n.e.c. | 11 | 6 | 193.3 | .9354 | 96 |
| 3761 | Guided missiles & space vehicles | 6 | 5 | 777.8 | 5.9930 | 100 |
| *7011* | *Hotels & motels* | *116* | *5* | *74.1* | *.1603* | *36* |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *131.1* | *.0618* | *100* |
| *8661* | *Religious organizations* | *268* | | *53.6* | *.0992* | *0* |
| **Broward** | **All mfg. & svcs.** | **19,264** | **150** | **18,102.6** | **.3163** | **36** |
| 2711 | Newspapers | 42 | 3 | 302.5 | 1.0842 | 94 |
| 3577 | Computer peripheral equipment n.e.c. | 10 | 2 | 251.1 | .8818 | 92 |
| 3663 | Radio & TV communications equipment | 3 | 2 | 379.4 | 8.0186 | 100 |
| *6036* | *Nonfederal savings institutions* | *157* | *1* | *837.3* | *.7923* | *0* |
| *6211* | *Security brokers & dealers* | *164* | | *977.1* | *.7378* | *0* |
| *6411* | *Insurance agents, brokers, & service* | *728* | | *486.2* | *.5568* | *0* |
| *6531* | *Real-estate agents & managers* | *1,114* | *1* | *825.1* | *.9321* | *10* |
| *6541* | *Title abstract offices* | *165* | | *193.8* | *3.8556* | *0* |
| *6552* | *Land subdividers & developers n.e.c.* | *147* | *5* | *289.4* | *2.5110* | *85* |
| *6712* | *Bank-holding companies* | *2* | *2* | *23.1* | *.4300* | *100* |
| *7011* | *Hotels & motels* | *557* | *14* | *410.8* | *.8885* | *34* |
| *7231* | *Beauty shops* | *771* | | *79.9* | *.5108* | *0* |
| *7389* | *Business services n.e.c.* | *539* | *1* | *186.4* | *.8230* | *47* |
| *7538* | *General automotive repair shops* | *516* | | *119.8* | *.5136* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *1,034* | | *309.6* | *.4596* | *0* |
| *8021* | *Offices & clinics of dentists* | *423* | | *125.4* | *.4815* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *451* | | *95.1* | *1.0292* | *0* |
| *8062* | *General medical & surgical hospitals* | *24* | *20* | *1,225.1* | *.5778* | *100* |
| *8111* | *Legal services* | *991* | *2* | *328.6* | *.5389* | *5* |
| *8211* | *Elementary & secondary schools* | *240* | | *138.0* | *.2213* | *0* |
| *8322* | *Individual & family social services* | *200* | | *81.6* | *.6137* | *0* |
| *8351* | *Child day-care services* | *180* | | *36.0* | *.4834* | *0* |
| *8661* | *Relgious organizations* | *467* | | *186.6* | *.3455* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *383* | | *126.8* | *.4504* | *0* |
| **Calhoun** | **All mfg. & svcs.** | **144** | **3** | **106.1** | **.0019** | **48** |
| **Charlotte** | **All mfg. & svcs.** | **1,098** | **4** | **553.6** | **.0097** | **27** |
| **Citrus** | **All mfg. & svcs.** | **1,003** | **7** | **518.4** | **.0091** | **23** |
| **Clay** | **All mfg. & svcs.** | **992** | **11** | **761.5** | **.0133** | **38** |
| **Collier** | **All mfg. & svcs.** | **2,470** | **9** | **1,714.4** | **.0300** | **15** |
| *7011* | *Hotels & motels* | *75* | *4* | *122.7* | *.2654* | *67* |
| **Columbia** | **All mfg. & svcs.** | **504** | **9** | **1,679.1** | **.0293** | **85** |
| **Dade** | **All mfg. & svcs.** | **30,936** | **423** | **41,744.7** | **.7293** | **49** |
| 2335 | Women's & misses' dresses | 81 | 4 | 118.4 | 2.7691 | 31 |
| 2434 | Wood kitchen cabinets | 133 | 3 | 132.3 | 2.2235 | 27 |
| 2711 | Newspapers | 46 | 3 | 289.6 | 1.0379 | 84 |
| 2752 | Commercial lithographic printing | 186 | | 216.2 | .9784 | 0 |
| 2836 | Nondiagnostic biological products | 3 | 2 | 294.7 | 22.3427 | 100 |
| 3089 | Plastics products n.e.c. | 73 | 4 | 127.2 | .3905 | 36 |
| 3732 | Boat building & repairing | 122 | 6 | 184.8 | 3.6789 | 74 |
| 3845 | Electromedical equipment | 1 | 1 | 277.0 | 11.1044 | 100 |
| *4213* | *Nonlocal trucking* | *84* | *3* | *230.3* | *.3849* | *47* |
| *4512* | *Scheduled air transportation* | *34* | *5* | *3,590.3* | *10.5807* | *96* |
| *4581* | *Airports, flying fields, & services* | *66* | *3* | *487.5* | *1.5883* | *85* |
| *4724* | *Travel agencies* | *447* | | *196.1* | *2.9271* | *0* |
| *4731* | *Arrangement of freight transportation* | *425* | | *475.1* | *3.0941* | *0* |
| *4833* | *Television broadcasting stations* | *24* | *6* | *558.0* | *1.8268* | *81* |
| *4911* | *Electric services* | *4* | *3* | *2,044.4* | *1.4040* | *99* |
| *4941* | *Water supply* | *12* | *5* | *225.6* | *2.4037* | *92* |
| *6021* | *National commercial banks* | *43* | *13* | *1,349.5* | *1.1359* | *77* |
| *6022* | *State commercial banks* | *57* | *6* | *685.8* | *.8253* | *32* |
| *6035* | *Federal savings institutions* | *9* | *6* | *1,478.1* | *3.5771* | *90* |
| *6036* | *Nonfederal savings institutions* | *161* | *2* | *1,099.1* | *1.0401* | *39* |
| *6211* | *Security brokers & dealers* | *134* | | *968.1* | *.7310* | *0* |
| *6311* | *Life insurance* | *7* | *3* | *592.4* | *.4978* | *97* |
| *6411* | *Insurance agents, brokers, & service* | *1,237* | | *785.9* | *.9000* | *0* |
| *6531* | *Real-estate agents & managers* | *1,674* | *4* | *720.5* | *.8140* | *7* |
| *6541* | *Title abstract offices* | *124* | | *142.1* | *2.8270* | *0* |
| *6552* | *Land subdividers & developers n.e.c.* | *209* | *10* | *943.3* | *8.1847* | *54* |
| *6719* | *Holding companies n.e.c.* | *20* | *3* | *103.4* | *.6798* | *27* |
| *7011* | *Hotels & motels* | *488* | *40* | *705.4* | *1.5257* | *58* |
| *7231* | *Beauty shops* | *1,087* | *1* | *210.6* | *1.3463* | *47* |
| *7374* | *Computer processing & data preparation* | *103* | *3* | *123.5* | *.6445* | *39* |
| *7389* | *Business services n.e.c.* | *709* | *2* | *216.3* | *.9550* | *13* |
| *7513* | *Truck rental & leasing, no drivers* | *24* | *3* | *312.4* | *5.2070* | *96* |
| *7532* | *Top & body repair & paint shops* | *496* | | *130.0* | *.9765* | *0* |
| *7538* | *General automotive repair shops* | *662* | | *191.4* | *.8205* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *2,575* | | *790.8* | *1.1739* | *0* |
| *8021* | *Offices & clinics of dentists* | *824* | | *166.6* | *.6397* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *458* | | *140.1* | *1.5162* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *94* | *9* | *29.5* | *.4488* | *77* |
| *8062* | *General medical & surgical hospitals* | *35* | *29* | *1,603.7* | *.7564* | *100* |
| *8111* | *Legal services* | *2,293* | *10* | *864.9* | *1.4185* | *12* |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| 8211 | Elementary & secondary schools | 396 | | 232.8 | .3733 | 0 |
| 8221 | Colleges & universities | 8 | 4 | 129.7 | .2772 | 96 |
| 8322 | Individual & family social services | 420 | | 211.0 | 1.5869 | 0 |
| 8351 | Child day-care services | 286 | | 57.2 | .7680 | 0 |
| 8641 | Civic & social associations | 207 | | 61.7 | .4864 | 0 |
| 8661 | Religious organizations | 799 | | 319.3 | .5912 | 0 |
| 8711 | Engineering services | 224 | 1 | 144.7 | .4651 | 2 |
| 8712 | Architectural services | 363 | | 234.8 | 1.8809 | 0 |
| 8721 | Accounting, auditing, & bookkeeping | 786 | [illegible] | 281.6 | 1.0003 | 12 |
| **De Soto** | **All mfg. & svcs.** | 273 | 3 | 191.5 | .0033 | 42 |
| **Dixie** | **All mfg. & svcs.** | 99 | 2 | 57.2 | .0010 | 23 |
| **Duval** | **All mfg. & svcs.** | 9,822 | 157 | 17,431.5 | .3045 | 61 |
| 3731 | Ship building & repairing | 8 | 4 | 143.8 | 2.0919 | 99 |
| 4213 | Nonlocal trucking | 96 | 6 | 709.5 | 1.1859 | 77 |
| 6021 | National commercial banks | 14 | 8 | 1,078.3 | .9076 | 95 |
| 6311 | Life insurance | 12 | 6 | 3,284.8 | 2.7601 | 97 |
| 6324 | Hospital & medical service plans | 1 | 1 | 526.0 | 3.5903 | 100 |
| 6411 | Insurance agents, brokers, & service | 541 | | 381.1 | .4364 | 0 |
| 6531 | Real-estate agents & managers | 466 | | 376.5 | .4253 | 0 |
| 6712 | Bank-holding companies | 4 | 2 | 382.5 | 7.1199 | 98 |
| 6719 | Holding companies n.e.c. | 4 | 2 | 23.8 | .1565 | 57 |
| 7011 | Hotels & motels | 101 | 3 | 81.1 | .1754 | 17 |
| 8011 | Offices & clinics of medical doctors | 691 | | 195.8 | .2907 | 0 |
| 8059 | Nursing & personal care n.e.c. | 60 | 5 | 24.6 | .3743 | 89 |
| 8062 | General medical & surgical hospitals | 14 | 13 | 642.5 | .3030 | 100 |
| 8111 | Legal services | 406 | 3 | 162.9 | .2672 | 14 |
| 8211 | Elementary & secondary schools | 192 | | 113.4 | .1819 | 0 |
| 8222 | Junior colleges & technical institutes | 7 | 3 | 149.4 | 1.7976 | 98 |
| 8661 | Religious organizations | 634 | | 190.5 | .3527 | 0 |
| **Escambia** | **All mfg. & svcs.** | 3,367 | 24 | 3,284.7 | .0574 | 49 |
| 2824 | Noncellulosic manmade organic fibers | 1 | 1 | 669.7 | 9.4386 | 100 |
| 8661 | Religious organizations | 273 | | 81.9 | .1516 | 0 |
| **Flagler** | **All mfg. & svcs.** | 228 | 3 | 144.7 | .0025 | 23 |
| **Franklin** | **All mfg. & svcs.** | 131 | | 94.1 | .0016 | 0 |
| **Gadsden** | **All mfg. & svcs.** | 388 | 10 | 664.4 | .0116 | 52 |
| 8063 | Psychiatric hospitals | 1 | 1 | 133.0 | 1.3096 | 100 |
| **Gilchrist** | **All mfg. & svcs.** | 88 | | 29.4 | .0005 | 0 |
| **Glades** | **All mfg. & svcs.** | 33 | | 33.1 | .0006 | 0 |
| **Gulf** | **All mfg. & svcs.** | 157 | 5 | 320.5 | .0056 | 63 |
| **Hamilton** | **All mfg. & svcs.** | 90 | 2 | 230.4 | .0040 | 81 |
| **Hardee** | **All mfg. & svcs.** | 234 | 1 | 150.1 | .0026 | 9 |
| **Hendry** | **All mfg. & svcs.** | 454 | 5 | 357.7 | .0062 | 36 |
| **Hernando** | **All mfg. & svcs.** | 901 | 6 | 576.7 | .0101 | 31 |
| **Highlands** | **All mfg. & svcs.** | 983 | 8 | 730.5 | .0128 | 16 |
| **Hillsborough** | **All mfg. & svcs.** | 12,961 | 183 | 14,582.3 | .2548 | 50 |
| 2092 | Fresh or frozen prepared fish | 12 | 4 | 191.9 | 7.2309 | 95 |
| 4813 | Nonradio telephone communications | 42 | 3 | 506.3 | .5107 | 62 |
| 4911 | Electric services | 4 | 3 | 835.0 | .5734 | 99 |
| 6411 | Insurance agents, brokers, & service | 655 | 2 | 433.3 | .4962 | 44 |
| 6531 | Real-estate agents & managers | 774 | 1 | 346.9 | .3919 | 3 |
| 7011 | Hotels & motels | 156 | 11 | 172.5 | .3731 | 53 |
| 7231 | Beauty shops | 457 | | 47.2 | .3017 | 0 |
| 7374 | Computer processing & data preparatic | 59 | 2 | 136.3 | .7113 | 81 |
| 7389 | Business services n.e.c. | 282 | 1 | 63.5 | .2804 | 23 |
| 8011 | Offices & clinics of medical doctors | 889 | | 265.8 | .3946 | 0 |
| 8062 | General medical & surgical hospitals | 22 | 15 | 595.8 | .2810 | 99 |
| 8111 | Legal services | 574 | 9 | 260.3 | .4269 | 48 |
| 8211 | Elementary & secondary schools | 202 | | 113.2 | .1815 | 0 |
| 8221 | Colleges & universities | 4 | 2 | 102.0 | .2180 | 97 |
| 8661 | Religious organizations | 617 | | 186.7 | .3457 | 0 |
| 8711 | Engineering services | 170 | 1 | 117.0 | .3761 | 9 |
| 8721 | Accounting, auditing, & bookkeeping | 271 | | 98.9 | .3513 | 0 |
| **Holmes** | **All mfg. & svcs.** | 123 | 3 | 92.9 | .0016 | 26 |
| **Indian River** | **All mfg. & svcs.** | 1,442 | 7 | 965.1 | .0169 | 27 |
| **Jackson** | **All mfg. & svcs.** | 480 | 9 | 354.7 | .0062 | 32 |
| **Jefferson** | **All mfg. & svcs.** | 113 | | 86.7 | .0015 | 0 |
| **Lafayette** | **All mfg. & svcs.** | 37 | | 20.2 | .0004 | 0 |
| **Lake** | **All mfg. & svcs.** | 1,823 | 18 | 1,229.9 | .0215 | 29 |
| **Lee** | **All mfg. & svcs.** | 4,999 | 33 | 3,646.3 | .0637 | 25 |
| 6531 | Real-estate agents & managers | 465 | | 262.3 | .2963 | 0 |
| 7011 | Hotels & motels | 199 | 6 | 113.8 | .2461 | 21 |
| 8062 | General medical & surgical hospitals | 5 | 3 | 168.1 | .0793 | 99 |
| 8661 | Religious organizations | 207 | | 103.5 | .1916 | 0 |
| **Leon** | **All mfg. & svcs.** | 2,953 | 18 | 2,557.6 | .0447 | 26 |
| 8221 | Colleges & universities | 3 | 2 | 157.9 | .3374 | 99 |
| 8661 | Religious organizations | 135 | | 67.5 | .1250 | 0 |
| 8733 | Noncommercial research organizations | 1 | 1 | 130.0 | 3.1161 | 100 |
| **Levy** | **All mfg. & svcs.** | 317 | 1 | 202.1 | .0035 | 18 |
| **Liberty** | **All mfg. & svcs.** | 41 | 1 | 33.2 | .0006 | 48 |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Madison** | **All mfg. & svcs.** | 180 | 4 | 1,619.7 | .0283 | 93 |
| **Manatee** | **All mfg. & svcs.** | 2,453 | 22 | 2,356.1 | .0412 | 46 |
| 2033 | Canned fruits & vegetables | 1 | 1 | 704.3 | 5.2685 | 100 |
| **Marion** | **All mfg. & svcs.** | 2,259 | 24 | 1,898.1 | .0332 | 36 |
| **Martin** | **All mfg. & svcs.** | 1,802 | 8 | 1,412.7 | .0247 | 24 |
| **Monroe** | **All mfg. & svcs.** | 1,613 | 7 | 750.1 | .0131 | 10 |
| 7011 | Hotels & motels | 187 | 3 | 112.1 | .2425 | 34 |
| **Nassau** | **All mfg. & svcs.** | 455 | 7 | 444.8 | .0078 | 52 |
| **Okaloosa** | **All mfg. & svcs.** | 2,141 | 19 | 1,337.1 | .0234 | 24 |
| **Okeechobee** | **All mfg. & svcs.** | 282 | 1 | 213.3 | .0037 | 10 |
| **Orange** | **All mfg. & svcs.** | 9,953 | 129 | 13,590.0 | .2374 | 52 |
| 3679 | Electronic components n.e.c. | 9 | 2 | 1,314.9 | 6.3628 | 100 |
| 4813 | Nonradio telephone communications | 27 | 1 | 370.0 | .3732 | 56 |
| 6411 | Insurance agents, brokers, & service | 398 | | 200.7 | .2298 | 0 |
| 6513 | Operators of apartment buildings | 257 | | 126.3 | 1.1122 | 0 |
| 6531 | Real-estate agents & managers | 766 | | 383.2 | .4329 | 0 |
| 7011 | Hotels & motels | 155 | 23 | 506.0 | 1.0944 | 83 |
| 7374 | Computer processing & data preparation | 36 | 6 | 347.1 | 1.8114 | 91 |
| 7389 | Business services n.e.c. | 235 | 1 | 92.1 | .4066 | 4 |
| 7996 | Amusement parks | 20 | 2 | 756.0 | 14.4432 | 98 |
| 8011 | Offices & clinics of medical doctors | 551 | | 160.5 | .2383 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 181 | | 66.4 | .7186 | 0 |
| 8062 | General medical & surgical hospitals | 13 | 10 | 673.7 | .3178 | 100 |
| 8111 | Legal services | 493 | 1 | 204.1 | .3347 | 3 |
| 8211 | Elementary & secondary schools | 153 | | 89.1 | .1429 | 0 |
| 8221 | Colleges & universities | 3 | 3 | 106.0 | .2265 | 100 |
| 8661 | Religious organizations | 407 | | 162.5 | .3009 | 0 |
| 8711 | Engineering services | 129 | 2 | 161.2 | .5181 | 50 |
| **Osceola** | **All mfg. & svcs.** | 922 | 21 | 820.6 | .0143 | 46 |
| 7011 | Hotels & motels | 113 | 11 | 159.4 | .3448 | 61 |
| **Palm Beach** | **All mfg. & svcs.** | 13,037 | 109 | 13,419.8 | .2345 | 45 |
| 2061 | Raw cane sugar | 7 | 6 | 372.8 | 15.6507 | 100 |
| 3273 | Ready-mixed concrete | 15 | 2 | 186.5 | 1.6817 | 87 |
| 3571 | Electronic computers | 1 | 1 | 1,788.5 | 9.3477 | 100 |
| 3679 | Electronic components n.e.c. | 9 | 3 | 191.3 | .9257 | 98 |
| 3724 | Aircraft engines & engine parts | 8 | 4 | 685.4 | 6.2902 | 100 |
| 4911 | Electric services | 4 | 3 | 240.8 | .1654 | 97 |
| 6036 | Nonfederal savings institutions | 112 | | 513.6 | .4860 | 0 |
| 6211 | Security brokers & dealers | 122 | 1 | 895.6 | .6763 | 4 |
| 6411 | Insurance agents, brokers, & service | 517 | | 293.5 | .3361 | 0 |
| 6531 | Real-estate agents & managers | 1,038 | | 522.4 | .5902 | 0 |
| 6552 | Land subdividers & developers n.e.c. | 182 | 3 | 107.2 | .9301 | 32 |
| 7011 | Hotels & motels | 215 | 10 | 251.8 | .5446 | 77 |
| 7231 | Beauty shops | 506 | | 52.2 | .3337 | 0 |
| 7389 | Business services n.e.c. | 397 | | 108.6 | .4795 | 0 |
| 8011 | Offices & clinics of medical doctors | 833 | | 244.8 | .3634 | 0 |
| 8062 | General medical & surgical hospitals | 13 | 12 | 516.0 | .2434 | 97 |
| 8111 | Legal services | 738 | 3 | 277.7 | .4555 | 13 |
| 8211 | Elementary & secondary schools | 158 | | 90.2 | .1446 | 0 |
| 8322 | Individual & family social services | 165 | | 67.8 | .5099 | 0 |
| 8661 | Religious organizations | 380 | | 113.8 | .2107 | 0 |
| **Pasco** | **All mfg. & svcs.** | 2,557 | 12 | 1,620.2 | .0283 | 26 |
| 8062 | General medical & surgical hospitals | 6 | 6 | 193.7 | .0914 | 100 |
| **Pinellas** | **All mfg. & svcs.** | 12,696 | 167 | 13,277.0 | .2320 | 52 |
| 2711 | Newspapers | 25 | 2 | 163.4 | .5856 | 87 |
| 3812 | Search & navigation equipment | 3 | 2 | 201.6 | 3.4685 | 98 |
| 3825 | Electricity-measuring instruments | 8 | 6 | 144.8 | 2.1209 | 99 |
| 4833 | Television broadcasting stations | 10 | 2 | 405.0 | 1.3259 | 88 |
| 4911 | Electric services | 5 | 5 | 1,241.3 | .8525 | 100 |
| 6036 | Nonfederal savings institutions | 108 | 3 | 511.9 | .4844 | 84 |
| 6411 | Insurance agents, brokers, & service | 437 | 1 | 429.5 | .4919 | 51 |
| 6531 | Real-estate agents & managers | 776 | | 354.6 | .4006 | 0 |
| 7011 | Hotels & motels | 562 | 12 | 374.2 | .8094 | 28 |
| 7231 | Beauty shops | 630 | | 67.4 | .4309 | 0 |
| 8011 | Offices & clinics of medical doctors | 699 | | 216.4 | .3212 | 0 |
| 8059 | Nursing & personal care n.e.c. | 167 | 10 | 28.2 | .4291 | 46 |
| 8062 | General medical & surgical hospitals | 25 | 18 | 910.6 | .4295 | 99 |
| 8111 | Legal services | 486 | 1 | 170.7 | .2800 | 7 |
| 8211 | Elementary & secondary schools | 178 | | 99.4 | .1594 | 0 |
| 8661 | Religious organizations | 466 | | 141.4 | .2618 | 0 |
| 8731 | Commercial physical research | 16 | 2 | 46.4 | .4517 | 95 |
| **Polk** | **All mfg. & svcs.** | 5,008 | 82 | 6,701.9 | .1171 | 56 |
| 2037 | Frozen fruits & vegetables | 12 | 7 | 655.2 | 8.5638 | 97 |
| 2819 | Industrial inorganic chemicals n.e.c. | 9 | 4 | 312.3 | 1.7994 | 94 |
| 2874 | Phosphatic fertilizers | 6 | 6 | 850.2 | 21.7559 | 100 |
| 4213 | Nonlocal trucking | 67 | 2 | 157.9 | .2639 | 38 |
| 4221 | Farm-product warehousing & storage | 1 | 1 | 23.6 | 1.1992 | 100 |
| 8011 | Offices & clinics of medical doctors | 225 | | 126.4 | .1876 | 0 |
| 8062 | General medical & surgical hospitals | 8 | 5 | 224.1 | .1057 | 98 |
| 8661 | Religious organizations | 407 | | 122.3 | .2264 | 0 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **FLORIDA** (cont.) | | | | | | |
| **Putnam** | All mfg. & svcs. | 586 | 7 | 974.2 | .0170 | 70 |
| 2621 | Paper mills | 1 | 1 | 493.8 | 2.1494 | 100 |
| **St. Johns** | All mfg. & svcs. | 882 | 11 | 816.7 | .0143 | 55 |
| **St. Lucie** | All mfg. & svcs. | 1,292 | 14 | 1,251.6 | .0219 | 44 |
| **Santa Rosa** | All mfg. & svcs. | 730 | 7 | 700.6 | .0122 | 41 |
| **Sarasota** | All mfg. & svcs. | 5,251 | 30 | 4,389.3 | .0767 | 38 |
| 7011 | Hotels & motels | 162 | 2 | 95.4 | .2063 | 17 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 175.3 | .0827 | 100 |
| **Seminole** | All mfg. & svcs. | 2,849 | 30 | 2,262.9 | .0395 | 31 |
| 6531 | Real-estate agents & managers | 182 | | 229.6 | .2594 | 0 |
| **Sumter** | All mfg. & svcs. | 257 | 2 | 152.6 | .0027 | 14 |
| **Suwannee** | All mfg. & svcs. | 263 | 5 | 355.0 | .0062 | 54 |
| **Taylor** | All mfg. & svcs. | 293 | 6 | 610.4 | .0107 | 70 |
| **Union** | All mfg. & svcs. | 39 | 3 | 128.1 | .0022 | 77 |
| **Volusia** | All mfg. & svcs. | 5,032 | 52 | 3,844.8 | .0672 | 39 |
| 7011 | Hotels & motels | 372 | 6 | 151.4 | .3275 | 41 |
| 8062 | General medical & surgical hospitals | 9 | 8 | 255.1 | .1203 | 100 |
| 8661 | Religious organizations | 248 | | 74.4 | .1377 | 0 |
| **Wakulla** | All mfg. & svcs. | 103 | 1 | 78.2 | .0014 | 30 |
| **Walton** | All mfg. & svcs. | 233 | 3 | 243.1 | .0042 | 22 |
| **Washington** | All mfg. & svcs. | 161 | 1 | 135.9 | .0024 | 9 |
| **STATE TOTAL** | All mfg. & svcs. | 182,554 | 2,005 | 197,948.1 | 3.4584 | 47 |

## GEORGIA

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Appling** | All mfg. & svcs. | 205 | 9 | 181.9 | .0032 | 40 |
| **Atkinson** | All mfg. & svcs. | 54 | 3 | 73.4 | .0013 | 49 |
| **Bacon** | All mfg. & svcs. | 143 | 5 | 184.9 | .0032 | 40 |
| **Baker** | All mfg. & svcs. | 24 | 1 | 11.1 | .0002 | 53 |
| **Baldwin** | All mfg. & svcs. | 431 | 16 | 1,200.1 | .0210 | 81 |
| 8063 | Psychiatric hospitals | 1 | 1 | 157.0 | 1.5459 | 100 |
| **Banks** | All mfg. & svcs. | 80 | 2 | 152.7 | .0027 | 71 |
| **Barrow** | All mfg. & svcs. | 242 | 15 | 382.3 | .0067 | 61 |
| **Bartow** | All mfg. & svcs. | 511 | 21 | 1,275.4 | .0223 | 69 |
| 2273 | Carpets & rugs | 15 | 7 | 256.5 | 6.6785 | 95 |
| **Ben Hill** | All mfg. & svcs. | 228 | 11 | 397.0 | .0069 | 58 |
| **Berrien** | All mfg. & svcs. | 140 | 3 | 162.0 | .0028 | 43 |
| **Bibb** | All mfg. & svcs. | 2,469 | 54 | 3,982.4 | .0696 | 50 |
| 8062 | General medical & surgical hospitals | 6 | 4 | 223.5 | .1054 | 98 |
| 8661 | Religious organizations | 235 | | 47.0 | .0870 | 0 |
| **Bleckley** | All mfg. & svcs. | 130 | 3 | 230.7 | .0040 | 71 |
| **Brantley** | All mfg. & svcs. | 54 | 1 | 63.2 | .0011 | 6 |
| **Brooks** | All mfg. & svcs. | 129 | 4 | 125.5 | .0022 | 33 |
| **Bryan** | All mfg. & svcs. | 86 | 3 | 102.5 | .0018 | 56 |
| **Bulloch** | All mfg. & svcs. | 577 | 8 | 587.8 | .0103 | 47 |
| **Burke** | All mfg. & svcs. | 216 | 6 | 178.0 | .0031 | 44 |
| **Butts** | All mfg. & svcs. | 165 | 4 | 162.6 | .0028 | 21 |
| **Calhoun** | All mfg. & svcs. | 57 | 3 | 100.5 | .0018 | 26 |
| **Camden** | All mfg. & svcs. | 261 | 3 | 303.8 | .0053 | 44 |
| **Candler** | All mfg. & svcs. | 97 | 4 | 111.7 | .0020 | 32 |
| **Carroll** | All mfg. & svcs. | 795 | 25 | 1,438.5 | .0251 | 70 |
| 2311 | Men's & boys' suits & coats | 4 | 3 | 111.2 | 2.7999 | 100 |
| 3357 | Nonferrous wiredrawing & insulating | 1 | 1 | 133.4 | 1.4265 | 100 |
| **Catoosa** | All mfg. & svcs. | 290 | 3 | 301.3 | .0053 | 50 |
| **Charlton** | All mfg. & svcs. | 88 | 1 | 63.4 | .0011 | 16 |
| **Chatham** | All mfg. & svcs. | 3,393 | 56 | 4,923.2 | .0860 | 61 |
| 8062 | General medical & surgical hospitals | 5 | 3 | 263.2 | .1241 | 96 |
| 8661 | Religious organizations | 299 | | 89.7 | .1661 | 0 |
| **Chattahoochee** | All mfg. & svcs. | 41 | | 32.2 | .0006 | 0 |
| **Chattooga** | All mfg. & svcs. | 191 | 6 | 323.6 | .0057 | 78 |
| 2211 | Cotton-weaving mills | 1 | 1 | 94.0 | 1.6344 | 100 |
| **Cherokee** | All mfg. & svcs. | 487 | 8 | 377.0 | .0066 | 28 |
| **Clarke** | All mfg. & svcs. | 1,405 | 30 | 1,870.9 | .0327 | 57 |
| 8062 | General medical & surgical hospitals | 4 | 2 | 132.0 | .0623 | 95 |
| 8221 | Colleges & universities | 1 | 1 | 208.0 | .4445 | 100 |
| **Clay** | All mfg. & svcs. | 11 | 1 | 32.4 | .0006 | 22 |
| **Clayton** | All mfg. & svcs. | 1,756 | 30 | 1,860.1 | .0325 | 42 |
| **Clinch** | All mfg. & svcs. | 63 | 2 | 216.4 | .0038 | 76 |
| **Cobb** | All mfg. & svcs. | 4,492 | 48 | 8,520.5 | .1489 | 73 |
| 3721 | Aircraft | 1 | 1 | 4,648.1 | 11.7494 | 100 |
| 8661 | Religious organizations | 273 | | 109.2 | .2022 | 0 |
| **Coffee** | All mfg. & svcs. | 384 | 14 | 646.3 | .0113 | 62 |
| 2015 | Poultry slaughtering & processing | 3 | 3 | 121.7 | 1.0786 | 100 |
| **Colquitt** | All mfg. & svcs. | 499 | 16 | 703.5 | .0123 | 56 |
| **Columbia** | All mfg. & svcs. | 504 | 7 | 541.6 | .0095 | 46 |
| **Cook** | All mfg. & svcs. | 157 | 4 | 157.0 | .0027 | 57 |
| **Coweta** | All mfg. & svcs. | 539 | 19 | 1,041.4 | .0182 | 70 |
| **Crawford** | All mfg. & svcs. | 49 | | 21.0 | .0004 | 0 |
| **Crisp** | All mfg. & svcs. | 307 | 9 | 331.7 | .0058 | 45 |
| **Dade** | All mfg. & svcs. | 118 | 1 | 107.1 | .0019 | 24 |
| **Dawson** | All mfg. & svcs. | 75 | | 36.1 | .0006 | 0 |
| **Decatur** | All mfg. & svcs. | 328 | 10 | 421.1 | .0074 | 41 |
| **De Kalb** | All mfg. & svcs. | 5,298 | 204 | 13,295.4 | .2323 | 72 |
| 2752 | Commercial lithographic printing | 48 | 5 | 158.7 | .7182 | 71 |
| 4213 | Nonlocal trucking | 29 | 3 | 201.8 | .3373 | 80 |
| 4581 | Airports, flying fields, & services | 9 | 3 | 381.7 | 1.2436 | 97 |
| 6411 | Insurance agents, brokers, & service | 207 | 3 | 456.2 | .5224 | 43 |
| 6531 | Real-estate agents & managers | 237 | 1 | 189.7 | .2143 | 7 |
| 7011 | Hotels & motels | 58 | 18 | 226.2 | .4892 | 84 |
| 7374 | Computer processing & data preparation | 36 | 2 | 132.1 | .6894 | 75 |
| 8011 | Offices & clinics of medical doctors | 286 | | 108.9 | .1617 | 0 |
| 8062 | General medical & surgical hospitals | 10 | 9 | 418.2 | .1972 | 100 |
| 8111 | Legal services | 227 | 5 | 149.0 | .2444 | 44 |
| 8221 | Colleges & universities | 11 | 6 | 168.9 | .3609 | 94 |
| 8222 | Junior colleges & technical institutes | 3 | 1 | 107.2 | 1.2899 | 99 |
| 8661 | Religious organizations | 218 | | 66.0 | .1222 | 0 |
| **Dodge** | All mfg. & svcs. | 181 | 4 | 169.8 | .0030 | 47 |
| **Dooly** | All mfg. & svcs. | 93 | 3 | 134.7 | .0024 | 57 |
| **Dougherty** | All mfg. & svcs. | 1,672 | 21 | 3,384.2 | .0591 | 68 |
| 2621 | Paper mills | 1 | 1 | 1,238.1 | 5.3892 | 100 |
| **Douglas** | All mfg. & svcs. | 668 | 7 | 599.7 | .0105 | 41 |
| **Early** | All mfg. & svcs. | 144 | 5 | 408.0 | .0071 | 72 |
| **Echols** | All mfg. & svcs. | 3 | | 1.8 | .0000 | 0 |
| **Effingham** | All mfg. & svcs. | 119 | 3 | 70.0 | .0012 | 27 |
| **Elbert** | All mfg. & svcs. | 265 | 11 | 390.8 | .0068 | 48 |
| 4213 | Nonlocal trucking | 6 | 1 | 26.7 | .0446 | 74 |
| **Emanuel** | All mfg. & svcs. | 277 | 11 | 297.2 | .0052 | 35 |
| **Evans** | All mfg. & svcs. | 132 | 2 | 131.8 | .0023 | 30 |
| **Fannin** | All mfg. & svcs. | 188 | 2 | 168.6 | .0029 | 26 |
| **Fayette** | All mfg. & svcs. | 524 | 9 | 613.5 | .0107 | 52 |
| **Floyd** | All mfg. & svcs. | 1,181 | 32 | 1,999.5 | .0349 | 65 |
| 8062 | General medical & surgical hospitals | 4 | 3 | 247.3 | .1166 | 100 |
| **Forsyth** | All mfg. & svcs. | 393 | 5 | 372.0 | .0065 | 24 |
| **Franklin** | All mfg. & svcs. | 238 | 12 | 304.2 | .0053 | 63 |
| **Fulton** | All mfg. & svcs. | 19,829 | 327 | 34,488.1 | .6025 | 61 |
| 2621 | Paper mills | 10 | 2 | 296.8 | 1.2919 | 98 |
| 2711 | Newspapers | 42 | 2 | 398.8 | 1.4293 | 92 |
| 2752 | Commercial lithographic printing | 129 | 4 | 184.8 | .8363 | 31 |
| 2759 | Commercial printing n.e.c. | 175 | 4 | 122.5 | .9062 | 40 |
| 3571 | Electronic computers | 4 | 3 | 137.1 | .7166 | 98 |
| 3577 | Computer peripheral equipment n.e.c. | 11 | 7 | 197.4 | .6932 | 97 |
| 3711 | Motor vehicles & passenger-car bodies | 5 | 2 | 2,314.0 | 2.4968 | 100 |
| 4213 | Nonlocal trucking | 108 | 1 | 126.3 | .2111 | 3 |
| 4512 | Scheduled air transportation | 19 | 2 | 390.9 | 1.1520 | 71 |
| 4581 | Airports, flying fields, & services | 20 | 2 | 244.3 | .7959 | 96 |
| 4813 | Nonradio telephone communications | 30 | 7 | 2,733.8 | 2.7578 | 96 |
| 4911 | Electric services | 6 | 2 | 3,832.3 | 2.6319 | 95 |
| 4924 | Natural-gas distribution | 1 | 1 | 561.6 | 3.1013 | 100 |
| 6159 | Misc. business credit institutions | 11 | 2 | 429.8 | 3.5561 | 95 |
| 6211 | Security brokers & dealers | 128 | 2 | 1,073.8 | .8109 | 22 |
| 6311 | Life insurance | 21 | 9 | 1,183.0 | .9940 | 90 |
| 6411 | Insurance agents, brokers, & service | 818 | 3 | 619.3 | .7092 | 44 |
| 6513 | Operators of apartment buildings | 542 | 1 | 105.6 | .9299 | 39 |
| 6531 | Real-estate agents & managers | 848 | 5 | 881.2 | .9955 | 29 |
| 6712 | Bank-holding companies | 3 | 2 | 69.5 | 1.2937 | 84 |
| 6719 | Holding companies n.e.c. | 18 | 6 | 190.3 | 1.2511 | 57 |
| 7011 | Hotels & motels | 131 | 27 | 497.5 | 1.0760 | 85 |
| 7231 | Beauty shops | 682 | | 77.5 | .4954 | 0 |
| 7311 | Advertising agencies | 235 | 3 | 519.3 | 1.1882 | 21 |
| 7322 | Adjustment & collection services | 57 | 1 | 430.2 | 24.1740 | 98 |
| 7349 | Building maintenance services n.e.c. | 128 | 5 | 200.6 | 3.0232 | 96 |
| 7361 | Employment agencies | 192 | | 52.7 | 1.3702 | 0 |
| 7372 | Prepackaged software | 87 | 6 | 495.0 | 4.0181 | 70 |
| 7374 | Computer processing & data preparation | 172 | 8 | 381.5 | 1.9910 | 79 |
| 7379 | Computer-related services n.e.c. | 61 | 3 | 34.3 | .3334 | 63 |
| 7389 | Business services n.e.c. | 496 | 2 | 216.9 | .9576 | 5 |
| 7538 | General automotive repair shops | 375 | | 127.5 | .5466 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,266 | | 364.4 | .5410 | 0 |
| 8021 | Offices & clinics of dentists | 525 | | 105.8 | .4062 | 0 |
| 8062 | General medical & surgical hospitals | 27 | 14 | 1,006.3 | .4746 | 98 |
| 8111 | Legal services | 1,291 | 8 | 796.4 | 1.3062 | 14 |
| 8211 | Elementary & secondary schools | 309 | 1 | 268.9 | .4312 | 32 |
| 8231 | Libraries | 98 | 3 | 107.9 | 1.2687 | 89 |
| 8351 | Child day-care services | 195 | | 38.8 | .5210 | 0 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| *8641* | *Civic & social associations* | *233* | | *94.7* | *.7466* | *0* |
| *8661* | *Religious organizations* | *937* | *1* | *382.9* | *.7089* | *2* |
| *8711* | *Engineering services* | *258* | *9* | *416.6* | *1.3390* | *23* |
| *8712* | *Architectural services* | *220* | *2* | *215.5* | *1.7263* | *9* |
| *8721* | *Accounting, auditing, & bookkeeping* | *424* | *1* | *334.1* | *1.1868* | *7* |
| *8741* | *Management services* | *230* | | *104.3* | *1.0842* | *0* |
| **Gilmer** | **All mfg. & svcs.** | **173** | **7** | **154.8** | **.0027** | **46** |
| **Glascock** | **All mfg. & svcs.** | **20** | **1** | **27.8** | **.0005** | **19** |
| **Glynn** | **All mfg. & svcs.** | **1,148** | **22** | **1,260.5** | **.0220** | **51** |
| **Gordon** | **All mfg. & svcs.** | **467** | **23** | **1,098.8** | **.0192** | **67** |
| 2273 | Carpets & rugs | 29 | 11 | 541.3 | 14.0938 | 91 |
| **Grady** | **All mfg. & svcs.** | **249** | **9** | **410.6** | **.0072** | **57** |
| **Greene** | **All mfg. & svcs.** | **137** | **4** | **145.1** | **.0025** | **29** |
| **Gwinnett** | **All mfg. & svcs.** | **2,932** | **47** | **4,061.0** | **.0710** | **37** |
| 3357 | Nonferrous wiredrawing & insulating | 1 | 1 | 809.0 | 8.6511 | 100 |
| **Habersham** | **All mfg. & svcs.** | **403** | **13** | **531.4** | **.0093** | **61** |
| **Hall** | **All mfg. & svcs.** | **1,261** | **42** | **3,198.5** | **.0559** | **69** |
| 2015 | Poultry slaughtering & processing | 12 | 7 | 167.2 | 1.4819 | 91 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *190.0* | *.0896* | *100* |
| **Hancock** | **All mfg. & svcs.** | **59** | **1** | **37.1** | **.0006** | **13** |
| **Haralson** | **All mfg. & svcs.** | **260** | **9** | **385.5** | **.0067** | **53** |
| **Harris** | **All mfg. & svcs.** | **110** | **3** | **144.3** | **.0025** | **49** |
| **Hart** | **All mfg. & svcs.** | **185** | **8** | **397.5** | **.0069** | **68** |
| **Heard** | **All mfg. & svcs.** | **50** | **2** | **72.0** | **.0013** | **68** |
| **Henry** | **All mfg. & svcs.** | **417** | **7** | **445.7** | **.0078** | **39** |
| **Houston** | **All mfg. & svcs.** | **949** | **10** | **699.3** | **.0122** | **38** |
| **Irwin** | **All mfg. & svcs.** | **99** | **2** | **166.8** | **.0029** | **40** |
| **Jackson** | **All mfg. & svcs.** | **354** | **12** | **398.5** | **.0070** | **56** |
| **Jasper** | **All mfg. & svcs.** | **86** | **2** | **118.6** | **.0021** | **29** |
| **Jeff Davis** | **All mfg. & svcs.** | **179** | **7** | **201.0** | **.0035** | **61** |
| **Jefferson** | **All mfg. & svcs.** | **201** | **13** | **455.7** | **.0080** | **60** |
| **Jenkins** | **All mfg. & svcs.** | **110** | **3** | **115.4** | **.0020** | **41** |
| **Johnson** | **All mfg. & svcs.** | **72** | **4** | **107.0** | **.0019** | **45** |
| **Jones** | **All mfg. & svcs.** | **82** | **2** | **83.1** | **.0015** | **34** |
| **Lamar** | **All mfg. & svcs.** | **154** | **4** | **244.4** | **.0043** | **55** |
| **Lanier** | **All mfg. & svcs.** | **49** | | **30.9** | **.0005** | **0** |
| **Laurens** | **All mfg. & svcs.** | **576** | **11** | **565.1** | **.0099** | **45** |
| **Lee** | **All mfg. & svcs.** | **41** | **1** | **37.6** | **.0007** | **38** |
| **Liberty** | **All mfg. & svcs.** | **338** | **4** | **232.8** | **.0041** | **21** |
| **Lincoln** | **All mfg. & svcs.** | **91** | **2** | **47.8** | **.0008** | **27** |
| **Long** | **All mfg. & svcs.** | **26** | | **7.2** | **.0001** | **0** |
| **Lowndes** | **All mfg. & svcs.** | **1,065** | **19** | **2,098.3** | **.0367** | **68** |
| **Lumpkin** | **All mfg. & svcs.** | **173** | **5** | **152.9** | **.0027** | **47** |
| **McDuffie** | **All mfg. & svcs.** | **258** | **6** | **240.6** | **.0042** | **38** |
| **McIntosh** | **All mfg. & svcs.** | **49** | **1** | **59.1** | **.0010** | **20** |
| **Macon** | **All mfg. & svcs.** | **126** | **9** | **598.3** | **.0105** | **76** |
| **Madison** | **All mfg. & svcs.** | **132** | **4** | **114.6** | **.0020** | **22** |
| **Marion** | **All mfg. & svcs.** | **48** | **1** | **44.7** | **.0008** | **49** |
| **Meriwether** | **All mfg. & svcs.** | **216** | **6** | **202.8** | **.0035** | **32** |
| **Miller** | **All mfg. & svcs.** | **68** | | **49.0** | **.0009** | **0** |
| **Mitchell** | **All mfg. & svcs.** | **232** | **14** | **387.9** | **.0068** | **59** |
| **Monroe** | **All mfg. & svcs.** | **171** | **8** | **195.0** | **.0034** | **55** |
| **Montgomery** | **All mfg. & svcs.** | **41** | **2** | **56.8** | **.0010** | **42** |
| **Morgan** | **All mfg. & svcs.** | **169** | **5** | **166.4** | **.0029** | **47** |
| **Murray** | **All mfg. & svcs.** | **158** | **9** | **258.1** | **.0045** | **48** |
| 2273 | Carpets & rugs | 16 | 3 | 77.1 | 2.0074 | 46 |
| **Muscogee** | **All mfg. & svcs.** | **2,516** | **56** | **5,097.4** | **.0891** | **71** |
| 2068 | Salted & roasted nuts & seeds | 1 | 1 | 163.0 | 12.0750 | 100 |
| 2211 | Cotton-weaving mills | 3 | 3 | 703.1 | 12.2251 | 100 |
| *6411* | *Insurance agents, brokers, & service* | *161* | | *226.8* | *.2597* | *0* |
| *6719* | *Holding companies n.e.c.* | *3* | *2* | *17.2* | *.1131* | *99* |
| *7832* | *Non-drive-in motion-picture theaters* | *6* | *1* | *78.5* | *1.3355* | *99* |
| *8062* | *General medical & surgical hospitals* | *6* | *6* | *252.2* | *.1190* | *100* |
| *8661* | *Religious organizations* | *230* | | *69.0* | *.1277* | *0* |
| **Newton** | **All mfg. & svcs.** | **479** | **9** | **720.4** | **.0126** | **52** |
| **Oconee** | **All mfg. & svcs.** | **133** | **1** | **115.5** | **.0020** | **20** |
| **Oglethorpe** | **All mfg. & svcs.** | **52** | **1** | **30.1** | **.0005** | **13** |
| **Paulding** | **All mfg. & svcs.** | **207** | **4** | **152.1** | **.0027** | **31** |
| **Peach** | **All mfg. & svcs.** | **235** | **12** | **494.8** | **.0086** | **67** |
| **Pickens** | **All mfg. & svcs.** | **140** | **4** | **152.8** | **.0027** | **30** |
| **Pierce** | **All mfg. & svcs.** | **134** | **1** | **93.7** | **.0016** | **16** |
| **Pike** | **All mfg. & svcs.** | **79** | **1** | **56.8** | **.0010** | **21** |
| **Polk** | **All mfg. & svcs.** | **399** | **12** | **561.1** | **.0098** | **65** |
| **Pulaski** | **All mfg. & svcs.** | **131** | **4** | **124.4** | **.0022** | **35** |
| **Putnam** | **All mfg. & svcs.** | **125** | **5** | **253.5** | **.0044** | **49** |
| **Quitman** | **All mfg. & svcs.** | **11** | | **6.5** | **.0001** | **0** |
| **Rabun** | **All mfg. & svcs.** | **233** | **3** | **174.0** | **.0030** | **32** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Randolph** | **All mfg. & svcs.** | **96** | **3** | **106.4** | **.0019** | **29** |
| **Richmond** | **All mfg. & svcs.** | **2,741** | **49** | **3,879.2** | **.0678** | **58** |
| *8062* | *General medical & surgical hospitals* | *8* | *7* | *585.5* | *.2762* | *100* |
| *8661* | *Religious organizations* | *209* | | *62.7* | *.1161* | *0* |
| **Rockdale** | **All mfg. & svcs.** | **608** | **14** | **1,144.8** | **.0200** | **68** |
| 3646 | Commercial electric lighting fixtures | 2 | 1 | 380.2 | 16.5722 | 100 |
| **Schley** | **All mfg. & svcs.** | **39** | | **49.7** | **.0009** | **0** |
| **Screven** | **All mfg. & svcs.** | **164** | **5** | **202.2** | **.0035** | **59** |
| **Seminole** | **All mfg. & svcs.** | **103** | | **81.7** | **.0014** | **0** |
| **Spalding** | **All mfg. & svcs.** | **728** | **15** | **726.4** | **.0127** | **49** |
| **Stephens** | **All mfg. & svcs.** | **350** | **16** | **640.3** | **.0112** | **67** |
| **Stewart** | **All mfg. & svcs.** | **56** | **2** | **60.9** | **.0011** | **48** |
| **Sumter** | **All mfg. & svcs.** | **422** | **9** | **665.3** | **.0116** | **51** |
| **Talbot** | **All mfg. & svcs.** | **49** | | **25.5** | **.0004** | **0** |
| **Taliaferro** | **All mfg. & svcs.** | **18** | | **5.4** | **.0001** | **0** |
| **Tattnall** | **All mfg. & svcs.** | **205** | **4** | **162.0** | **.0028** | **23** |
| **Taylor** | **All mfg. & svcs.** | **89** | **3** | **128.7** | **.0022** | **53** |
| **Telfair** | **All mfg. & svcs.** | **150** | **4** | **310.8** | **.0054** | **70** |
| **Terrell** | **All mfg. & svcs.** | **113** | **4** | **182.9** | **.0032** | **66** |
| **Thomas** | **All mfg. & svcs.** | **614** | **25** | **1,012.2** | **.0177** | **63** |
| **Tift** | **All mfg. & svcs.** | **540** | **14** | **714.9** | **.0125** | **50** |
| **Toombs** | **All mfg. & svcs.** | **337** | **5** | **278.3** | **.0049** | **32** |
| **Towns** | **All mfg. & svcs.** | **131** | **2** | **101.4** | **.0018** | **9** |
| **Treutlen** | **All mfg. & svcs.** | **71** | **1** | **44.9** | **.0008** | **16** |
| **Troup** | **All mfg. & svcs.** | **418** | **25** | **966.8** | **.0169** | **61** |
| **Turner** | **All mfg. & svcs.** | **121** | **2** | **75.8** | **.0013** | **21** |
| **Twiggs** | **All mfg. & svcs.** | **38** | **6** | **331.8** | **.0058** | **94** |
| **Union** | **All mfg. & svcs.** | **141** | **1** | **78.6** | **.0014** | **3** |
| **Upson** | **All mfg. & svcs.** | **332** | **7** | **632.8** | **.0111** | **69** |
| **Walker** | **All mfg. & svcs.** | **613** | **20** | **790.1** | **.0138** | **60** |
| **Walton** | **All mfg. & svcs.** | **389** | **9** | **334.1** | **.0058** | **35** |
| **Ware** | **All mfg. & svcs.** | **637** | **9** | **576.9** | **.0101** | **31** |
| **Warren** | **All mfg. & svcs.** | **41** | **3** | **61.1** | **.0011** | **64** |
| **Washington** | **All mfg. & svcs.** | **192** | **10** | **390.5** | **.0068** | **56** |
| **Wayne** | **All mfg. & svcs.** | **285** | **5** | **270.5** | **.0047** | **37** |
| **Webster** | **All mfg. & svcs.** | **18** | | **10.4** | **.0002** | **0** |
| **Wheeler** | **All mfg. & svcs.** | **48** | **2** | **60.2** | **.0011** | **24** |
| **White** | **All mfg. & svcs.** | **202** | **4** | **130.4** | **.0023** | **40** |
| **Whitfield** | **All mfg. & svcs.** | **1,116** | **53** | **2,429.4** | **.0424** | **66** |
| 2273 | Carpets & rugs | 44 | 30 | 1,128.2 | 29.3749 | 97 |
| **Wilcox** | **All mfg. & svcs.** | **42** | | **33.3** | **.0006** | **0** |
| **Wilkes** | **All mfg. & svcs.** | **192** | **8** | **230.5** | **.0040** | **48** |
| **Wilkinson** | **All mfg. & svcs.** | **93** | **4** | **581.9** | **.0102** | **93** |
| **Worth** | **All mfg. & svcs.** | **175** | **6** | **280.5** | **.0049** | **59** |
| **STATE TOTAL** | **All mfg. & svcs.** | **85,276** | **1,953** | **138,093.8** | **2.4127** | **60** |

## HAWAII

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Hawaii** | **All mfg. & svcs.** | **1,870** | **15** | **1,398.8** | **.0244** | **32** |
| **Honolulu** | **All mfg. & svcs.** | **11,613** | **134** | **14,620.5** | **.2554** | **49** |
| 2033 | Canned fruits & vegetables | 6 | 3 | 636.1 | 4.7583 | 97 |
| *4512* | *Scheduled air transportation* | *18* | *4* | *406.9* | *1.1991* | *90* |
| *4724* | *Travel agencies* | *212* | | *202.9* | *3.0286* | *0* |
| *4813* | *Nonradio telephone communications* | *7* | *1* | *1,407.7* | *1.4200* | *97* |
| *4911* | *Electric services* | *3* | *3* | *487.9* | *.3351* | *100* |
| *6022* | *State commercial banks* | *6* | *4* | *286.3* | *.3445* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *338* | *1* | *299.2* | *.3426* | *7* |
| *6531* | *Real-estate agents & managers* | *714* | *1* | *511.7* | *.5781* | *2* |
| *6552* | *Land subdividers & developers n.e.c.* | *139* | | *117.3* | *1.0178* | *0* |
| *7011* | *Hotels & motels* | *171* | *15* | *346.9* | *.7503* | *70* |
| *7231* | *Beauty shops* | *437* | | *43.7* | *.2794* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *706* | | *218.2* | *.3239* | *0* |
| *8021* | *Offices & clinics of dentists* | *470* | | *141.0* | *.5414* | *0* |
| *8062* | *General medical & surgical hospitals* | *11* | *9* | *631.1* | *.2977* | *99* |
| *8111* | *Legal services* | *576* | *4* | *259.2* | *.4251* | *20* |
| *8211* | *Elementary & secondary schools* | *245* | | *139.7* | *.2240* | *0* |
| *8221* | *Colleges & universities* | *9* | *4* | *204.6* | *.4372* | *98* |
| *8231* | *Libraries* | *84* | *1* | *199.3* | *2.3433* | *96* |
| *8351* | *Child day-care services* | *140* | | *28.0* | *.3759* | *0* |
| *8661* | *Religious organizations* | *344* | | *137.6* | *.2548* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *265* | | *122.2* | *.4341* | *0* |
| **Kalawao** | **All mfg. & svcs.** | **14** | | **8.2** | **.0001** | **0** |
| **Kauai** | **All mfg. & svcs.** | **851** | **10** | **908.9** | **.0159** | **51** |
| **Maui** | **All mfg. & svcs.** | **1,928** | **12** | **1,713.7** | **.0299** | **37** |
| *7011* | *Hotels & motels* | *112* | *5* | *152.0* | *.3288* | *63* |
| **STATE TOTAL** | **All mfg. & svcs.** | **16,276** | **171** | **18,650.1** | **.3258** | **47** |

1987 S&MM Estimate

## IDAHO

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Ada** | All mfg. & svcs. | 4,130 | 37 | 4,574.8 | .0799 | 52 |
| *6021* | *National commercial banks* | *4* | *3* | *381.1* | *.3208* | *98* |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *137.0* | *.0646* | *99* |
| *8711* | *Engineering services* | *55* | *1* | *589.2* | *1.8938* | *95* |
| **Adams** | All mfg. & svcs. | 59 | | 39.6 | .0007 | 0 |
| **Bannock** | All mfg. & svcs. | 1,046 | 14 | 1,617.8 | .0283 | 70 |
| **Bear Lake** | All mfg. & svcs. | 92 | 1 | 56.6 | .0010 | 18 |
| **Benewah** | All mfg. & svcs. | 120 | 3 | 131.3 | .0023 | 36 |
| **Bingham** | All mfg. & svcs. | 362 | 7 | 625.7 | .0109 | 72 |
| 2034 | Dehydrated fruits, vegetables, & soups | 4 | 4 | 389.3 | 16.2812 | 100 |
| **Blaine** | All mfg. & svcs. | 475 | | 214.9 | .0038 | 0 |
| **Boise** | All mfg. & svcs. | 36 | 1 | 25.2 | .0004 | 51 |
| **Bonner** | All mfg. & svcs. | 531 | 5 | 339.3 | .0059 | 18 |
| **Bonneville** | All mfg. & svcs. | 1,146 | 12 | 1,497.1 | .0262 | 57 |
| *8731* | *Commercial physical research* | *2* | *1* | *185.4* | *1.8049* | *100* |
| **Boundary** | All mfg. & svcs. | 138 | | 55.3 | .0010 | 0 |
| **Butte** | All mfg. & svcs. | 54 | | 39.1 | .0007 | 0 |
| **Camas** | All mfg. & svcs. | 18 | | 18.5 | .0003 | 0 |
| **Canyon** | All mfg. & svcs. | 1,158 | 20 | 1,337.4 | .0234 | 48 |
| 2037 | Frozen fruits & vegetables | 3 | 3 | 231.6 | 3.0271 | 100 |
| **Caribou** | All mfg. & svcs. | 136 | 2 | 236.7 | .0050 | 75 |
| **Cassia** | All mfg. & svcs. | 323 | 4 | 423.2 | .0074 | 54 |
| **Clark** | All mfg. & svcs. | 17 | | 17.9 | .0003 | 0 |
| **Clearwater** | All mfg. & svcs. | 192 | 1 | 167.1 | .0029 | 22 |
| **Custer** | All mfg. & svcs. | 96 | | 56.7 | .0010 | 0 |
| **Elmore** | All mfg. & svcs. | 249 | 3 | 203.5 | .0036 | 40 |
| **Franklin** | All mfg. & svcs. | 92 | 1 | 81.1 | .0014 | 55 |
| **Fremont** | All mfg. & svcs. | 124 | 1 | 110.7 | .0019 | 29 |
| **Gem** | All mfg. & svcs. | 158 | 2 | 129.3 | .0023 | 57 |
| **Gooding** | All mfg. & svcs. | 188 | 1 | 102.7 | .0018 | 22 |
| **Idaho** | All mfg. & svcs. | 240 | 2 | 164.7 | .0029 | 20 |
| **Jefferson** | All mfg. & svcs. | 117 | 3 | 219.2 | .0038 | 59 |
| **Jerome** | All mfg. & svcs. | 197 | 4 | 329.0 | .0057 | 74 |
| **Kootenai** | All mfg. & svcs. | 1,335 | 10 | 714.8 | .0125 | 24 |
| **Latah** | All mfg. & svcs. | 465 | 7 | 253.8 | .0044 | 32 |
| **Lemhi** | All mfg. & svcs. | 215 | | 111.5 | .0019 | 0 |
| **Lewis** | All mfg. & svcs. | 101 | | 47.5 | .0008 | 0 |
| **Lincoln** | All mfg. & svcs. | 43 | | 35.3 | .0006 | 0 |
| **Madison** | All mfg. & svcs. | 249 | 3 | 284.1 | .0050 | 28 |
| **Minidoka** | All mfg. & svcs. | 229 | 5 | 342.0 | .0060 | 65 |
| **Nez Perce** | All mfg. & svcs. | 697 | 10 | 804.3 | .0141 | 59 |
| 2421 | General sawmills & planing mills | 4 | 1 | 185.7 | 1.7822 | 99 |
| **Oneida** | All mfg. & svcs. | 40 | | 22.5 | .0004 | 0 |
| **Owyhee** | All mfg. & svcs. | 97 | | 61.0 | .0011 | 0 |
| **Payette** | All mfg. & svcs. | 227 | 2 | 162.3 | .0028 | 21 |
| **Power** | All mfg. & svcs. | 94 | 1 | 219.5 | .0038 | 67 |
| **Shoshone** | All mfg. & svcs. | 257 | 2 | 184.1 | .0032 | 16 |
| **Teton** | All mfg. & svcs. | 67 | | 35.0 | .0006 | 0 |
| **Twin Falls** | All mfg. & svcs. | 1,119 | 13 | 1,465.6 | .0256 | 48 |
| **Valley** | All mfg. & svcs. | 211 | 1 | 110.3 | .0019 | 3 |
| **Washington** | All mfg. & svcs. | 151 | 2 | 114.5 | .0020 | 35 |
| **STATE TOTAL** | All mfg. & svcs. | 17,091 | 180 | 17,832.5 | .3116 | 49 |

## ILLINOIS

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adams** | All mfg. & svcs. | 1,230 | 24 | 1,822.1 | .0318 | 57 |
| 2048 | Prepared feeds n.e.c. | 3 | 2 | 276.3 | 1.9477 | 97 |
| **Alexander** | All mfg. & svcs. | 210 | 2 | 376.2 | .0066 | 55 |
| **Bond** | All mfg. & svcs. | 237 | 4 | 199.1 | .0035 | 24 |
| **Boone** | All mfg. & svcs. | 387 | 10 | 1,869.4 | .0327 | 90 |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 1 | 1,510.4 | 1.6297 | 100 |
| **Brown** | All mfg. & svcs. | 87 | | 46.6 | .0008 | 0 |
| **Bureau** | All mfg. & svcs. | 690 | 13 | 698.7 | .0122 | 35 |
| **Calhoun** | All mfg. & svcs. | 66 | | 36.5 | .0006 | 0 |
| **Carroll** | All mfg. & svcs. | 329 | 4 | 275.5 | .0048 | 30 |
| **Cass** | All mfg. & svcs. | 279 | 3 | 399.3 | .0070 | 56 |
| **Champaign** | All mfg. & svcs. | 2,783 | 31 | 3,217.7 | .0562 | 44 |
| 2079 | Edible fats & oils n.e.c. | 2 | 2 | 563.0 | 8.9167 | 100 |
| *8062* | *General medical & surgical hospitals* | *9* | *5* | *175.3* | *.0827* | *98* |
| *8221* | *Colleges & universities* | *1* | *1* | *105.0* | *.2244* | *100* |
| **Christian** | All mfg. & svcs. | 601 | 9 | 812.4 | .0142 | 61 |
| **Clark** | All mfg. & svcs. | 290 | 4 | 360.4 | .0063 | 40 |
| **Clay** | All mfg. & svcs. | 290 | 5 | 333.8 | .0058 | 31 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Clinton** | All mfg. & svcs. | 386 | 4 | 272.9 | .0048 | 21 |
| **Coles** | All mfg. & svcs. | 963 | 23 | 1,163.6 | .0203 | 58 |
| **Cook** | All mfg. & svcs. | 86,314 | 2,205 | 199,510.4 | 3.4857 | 66 |
| 2011 | Meat-packing plants | 55 | 19 | 1,763.7 | 3.6073 | 82 |
| 2013 | Sausages & other prepared meats | 59 | 21 | 793.3 | 4.7528 | 83 |
| 2033 | Canned fruits & vegetables | 12 | 6 | 248.9 | 1.8619 | 92 |
| 2051 | Bread, cake, & related products | 91 | 20 | 618.4 | 3.2136 | 82 |
| 2052 | Cookies & crackers | 9 | 4 | 718.0 | 10.7230 | 97 |
| 2064 | Candy & other confectionery products | 36 | 12 | 932.7 | 15.4155 | 91 |
| 2099 | Food preparations n.e.c. | 34 | 13 | 534.0 | 6.1160 | 81 |
| 2431 | Millwork | 118 | 5 | 211.0 | 2.2422 | 68 |
| 2499 | Wood products n.e.c. | 25 | 6 | 130.7 | 2.9029 | 69 |
| 2514 | Metal household furniture | 21 | 8 | 358.7 | 15.1555 | 93 |
| 2542 | Partitions & fixtures, except wood | 22 | 5 | 181.3 | 8.0517 | 84 |
| 2653 | Corrugated & solid fiber boxes | 64 | 24 | 580.0 | 4.7915 | 70 |
| 2656 | Sanitary food containers | 7 | 6 | 328.8 | 13.5242 | 99 |
| 2657 | Folding paperboard boxes | 28 | 6 | 212.4 | 5.1857 | 66 |
| 2677 | Envelopes | 19 | 9 | 130.8 | 5.2853 | 75 |
| 2711 | Newspapers | 229 | 13 | 755.8 | 2.7088 | 69 |
| 2721 | Periodicals | 370 | 13 | 2,280.6 | 13.2321 | 80 |
| 2731 | Book publishing | 169 | 11 | 885.9 | 6.5077 | 64 |
| 2741 | Miscellaneous publishing | 97 | 11 | 241.0 | 6.0205 | 84 |
| 2752 | Commercial lithographic printing | 612 | 34 | 1,154.3 | 5.2239 | 54 |
| 2759 | Commercial printing n.e.c. | 934 | 28 | 945.4 | 6.9939 | 72 |
| 2761 | Manifold business forms | 69 | 7 | 501.6 | 5.0539 | 87 |
| 2789 | Bookbinding & related work | 70 | 8 | 54.1 | 6.7684 | 64 |
| 2791 | Typesetting | 281 | 2 | 107.9 | 3.6857 | 10 |
| 2796 | Platemaking & related services | 85 | 6 | 93.5 | 4.2486 | 45 |
| 2819 | Industrial inorganic chemicals n.e.c. | 35 | 8 | 373.5 | 2.1520 | 78 |
| 2834 | Pharmaceutical preparations | 24 | 2 | 455.6 | 1.6485 | 65 |
| 2842 | Polishes & sanitation goods | 56 | 8 | 501.2 | 5.9644 | 55 |
| 2844 | Toilet preparations | 39 | 11 | 1,212.8 | 8.8104 | 92 |
| 2851 | Paints & allied products | 70 | 14 | 866.6 | 6.7432 | 65 |
| 2869 | Industrial organic chemicals n.e.c. | 23 | 5 | 520.7 | 2.0670 | 81 |
| 2893 | Printing ink | 29 | 8 | 385.5 | 17.0863 | 69 |
| 2899 | Chemical preparations n.e.c. | 47 | 5 | 394.2 | 3.3483 | 34 |
| 2911 | Petroleum refining | 10 | 4 | 1,912.3 | 2.0332 | 84 |
| 3053 | Gaskets, packing, & sealing devices | 22 | 5 | 413.2 | 19.3129 | 92 |
| 3069 | Fabricated rubber products n.e.c. | 26 | 8 | 121.1 | 2.2127 | 82 |
| 3089 | Plastics products n.e.c. | 319 | 46 | 1,129.1 | 3.4660 | 64 |
| 3275 | Gypsum products | 3 | 2 | 51.6 | 2.1173 | 99 |
| 3312 | Blast furnaces & steel mills | 21 | 10 | 705.6 | 2.5735 | 93 |
| 3316 | Cold-rolled steel sheet, strip, & bars | 32 | 12 | 956.2 | 15.2548 | 76 |
| 3317 | Steel pipe & tubes | 15 | 7 | 238.7 | 4.2871 | 88 |
| 3353 | Aluminum sheet, plate, & foil | 2 | 2 | 324.3 | 5.4759 | 100 |
| 3411 | Metal cans | 16 | 9 | 721.6 | 7.2117 | 94 |
| 3423 | Hand & edge tools n.e.c. | 34 | 5 | 266.6 | 7.2247 | 68 |
| 3429 | Hardware n.e.c. | 51 | 14 | 486.8 | 4.8061 | 69 |
| 3441 | Fabricated structural metal | 84 | 7 | 470.2 | 2.6140 | 32 |
| 3444 | Sheet-metal work | 70 | 9 | 237.0 | 3.0310 | 59 |
| 3451 | Screw-machine products | 155 | 7 | 288.7 | 7.6792 | 28 |
| 3452 | Bolts, nuts, rivets, & washers | 59 | 17 | 582.1 | 10.9812 | 77 |
| 3462 | Iron & steel forgings | 54 | 10 | 360.9 | 7.4409 | 69 |
| 3465 | Automotive stampings | 7 | 2 | 1,055.5 | 6.5736 | 97 |
| 3469 | Metal stampings n.e.c. | 153 | 20 | 768.8 | 7.8196 | 56 |
| 3471 | Plating & polishing | 233 | 8 | 239.3 | 5.7328 | 20 |
| 3479 | Metal coating & allied services n.e.c. | 83 | 7 | 269.6 | 6.1319 | 56 |
| 3496 | Miscellaneous fabricated wire products | 60 | 7 | 215.6 | 6.0249 | 45 |
| 3499 | Fabricated metal products n.e.c. | 111 | 12 | 688.5 | 4.8095 | 52 |
| 3531 | Construction machinery | 19 | 7 | 514.2 | 3.4549 | 93 |
| 3542 | Metal-forming machine tools | 28 | 6 | 83.4 | 9.0055 | 77 |
| 3543 | Industrial patterns | 37 | 3 | 182.0 | 14.6432 | 86 |
| 3544 | Special dies, tools, jigs, & fixtures | 416 | 11 | 154.0 | 3.966[illegible] | 25 |
| 3545 | Machine-tool accessories | 40 | 6 | 83.4 | 3.8704 | 58 |
| 3555 | Printing-trades machinery & equipment | 33 | 5 | 313.9 | 10.1330 | 72 |
| 3556 | Food-products machinery | 24 | 9 | 169.6 | 6.7873 | 86 |
| 3559 | Special-industry machinery n.e.c. | 61 | 16 | 251.8 | 3.3874 | 77 |
| 3561 | Pumps & pumping equipment | 23 | 10 | 151.6 | 4.5040 | 82 |
| 3564 | Industrial & commercial fans & blowers | 18 | 5 | 94.1 | 5.9845 | 89 |
| 3579 | Office machines n.e.c. | 30 | 14 | 872.8 | 15.0855 | 95 |
| 3585 | Refrigeration & heating equipment | 26 | 7 | 299.3 | 1.4187 | 79 |
| 3599 | Industrial machinery n.e.c. | 500 | 7 | 353.3 | 1.8511 | 29 |
| 3612 | Nonelectronic transformers | 22 | 5 | 217.9 | 6.7789 | 82 |
| 3613 | Switchgear & switchboard apparatus | 22 | 9 | 417.4 | 9.2151 | 91 |
| 3621 | Motors & generators | 21 | 5 | 155.0 | 2.1086 | 78 |
| 3625 | Relays & industrial controls | 31 | 11 | 229.9 | 3.2006 | 77 |
| 3645 | Residential electric lighting fixtures | 28 | 7 | 182.3 | 11.7567 | 88 |
| 3651 | Household audio & video equipment | 22 | 11 | 1,003.4 | 10.2468 | 95 |
| 3661 | Telephone & telegraph apparatus | 13 | 5 | 1,686.8 | 7.4957 | 99 |
| 3669 | Communications equipment n.e.c. | 5 | 4 | 318.9 | 11.6788 | 100 |
| 3671 | Electron tubes | 6 | 3 | 197.9 | 6.0440 | 97 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3679 | Electronic components n.e.c. | 48 | 11 | 432.2 | 2.0914 | 83 |
| 3694 | Engine electrical equipment | 13 | 5 | 224.5 | 2.8466 | 92 |
| 3699 | Electrical equipment & supplies n.e.c. | 53 | 12 | 262.9 | 1.4237 | 73 |
| 3711 | Motor vehicles & passenger-car bodies | 13 | 2 | 1,632.2 | 1.7611 | 99 |
| 3714 | Motor-vehicle parts & accessories | 81 | 17 | 956.9 | 1.6013 | 78 |
| 3743 | Railroad equipment | 18 | 5 | 199.5 | 5.5775 | 85 |
| 3764 | Space-propulsion units & parts | 3 | 2 | 97.8 | 3.9708 | 100 |
| 3812 | Search & navigation equipment | 3 | 2 | 363.6 | 6.2557 | 100 |
| 3822 | Environmental controls | 15 | 3 | 83.7 | 5.0261 | 84 |
| 3829 | Measuring & controlling devices n.e.c. | 35 | 11 | 121.5 | 3.0498 | 77 |
| 3841 | Surgical & medical instruments | 30 | 9 | 348.0 | 6.0603 | 93 |
| 3861 | Photographic equipment & supplies | 59 | 7 | 336.0 | 2.3632 | 46 |
| 3944 | Games, toys, & children's vehicles | 16 | 8 | 541.3 | 8.2105 | 96 |
| 3993 | Signs & advertising specialties | 463 | 15 | 394.1 | 4.3121 | 54 |
| 3999 | Manufactures n.e.c. | 91 | 10 | 508.3 | 10.5314 | 85 |
| *4011* | *Line-haul-operating railroads* | *60* | *9* | *1,620.5* | *6.6420* | *91* |
| *4013* | *Railroad switching & terminal services* | *5* | *4* | *219.3* | *12.2084* | *100* |
| *4111* | *Local & suburban transit* | *51* | *4* | *489.6* | *8.7017* | *93* |
| *4119* | *Local passenger transportation n.e.c.* | *136* |  | *95.8* | *3.2595* | *0* |
| *4212* | *Local trucking without storage* | *858* | *12* | *2,071.8* | *4.2746* | *15* |
| *4213* | *Nonlocal trucking* | *137* | *19* | *1,061.2* | *1.7737* | *71* |
| *4214* | *Local trucking with storage* | *222* | *3* | *214.4* | *2.2883* | *15* |
| *4225* | *General warehousing & storage* | *197* | *5* | *387.1* | *2.8110* | *45* |
| *4512* | *Scheduled air transportation* | *37* | *8* | *7,924.2* | *23.3528* | *98* |
| *4513* | *Air courier services* | *145* |  | *57.7* | *2.3394* | *0* |
| *4581* | *Airports, flying fields, & services* | *62* | *6* | *499.3* | *1.6267* | *84* |
| *4724* | *Travel agencies* | *695* |  | *356.1* | *5.3153* | *0* |
| *4729* | *Passenger-transport arrangement n.e.c.* | *397* | *1* | *248.8* | *3.0930* | *14* |
| *4731* | *Arrangement of freight transportation* | *359* | *8* | *667.6* | *4.3477* | *36* |
| *4741* | *Rental of railroad cars* | *8* | *6* | *1,257.3* | *77.0782* | *96* |
| *4813* | *Nonradio telephone communications* | *56* | *9* | *1,214.5* | *1.2251* | *75* |
| *4832* | *Radio broadcasting stations* | *89* | *3* | *113.1* | *1.3553* | *18* |
| *4833* | *Television broadcasting stations* | *27* | *3* | *643.8* | *2.1077* | *72* |
| *4841* | *Cable & other pay-television services* | *91* | *3* | *405.2* | *1.0295* | *15* |
| *4911* | *Electric services* | *11* | *7* | *4,617.6* | *3.1712* | *99* |
| *4922* | *Natural-gas transmission* | *3* | *2* | *2,160.9* | *5.1173* | *100* |
| *4931* | *Electric & other services combined* | *2* | *1* | *10.7* | *.0365* | *31* |
| *4952* | *Sewerage systems* | *8* | *4* | *172.0* | *11.8801* | *95* |
| *4953* | *Refuse systems* | *193* | *6* | *654.3* | *2.7165* | *52* |
| *6011* | *Federal reserve banks* | *1* | *1* | *1,489.0* | *8.8665* | *100* |
| *6021* | *National commercial banks* | *96* | *37* | *5,905.5* | *4.9707* | *86* |
| *6022* | *State commercial banks* | *124* | *19* | *1,634.7* | *1.9672* | *44* |
| *6035* | *Federal savings institutions* | *11* | *6* | *1,220.3* | *2.9532* | *95* |
| *6036* | *Nonfederal savings institutions* | *421* | *4* | *1,427.5* | *1.3509* | *11* |
| *6141* | *Personal credit institutions* | *411* | *8* | *3,116.3* | *7.4867* | *85* |
| *6211* | *Security brokers & dealers* | *403* | *20* | *4,743.3* | *3.5818* | *52* |
| *6221* | *Commodity contracts brokers & dealers* | *244* | *5* | *16,174.5* | *20.8543* | *52* |
| *6289* | *Security & commodity services n.e.c.* | *5* | *2* | *197.2* | *2.5341* | *47* |
| *6311* | *Life insurance* | *50* | *17* | *2,167.8* | *1.8215* | *89* |
| *6321* | *Accident & health insurance* | *17* | *7* | *6,908.4* | *4.9549* | *96* |
| *6324* | *Hospital & medical service plans* | *6* | *5* | *842.5* | *5.7506* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *47* | *16* | *2,644.7* | *3.1474* | *93* |
| *6361* | *Title insurance* | *2* | *2* | *257.8* | *13.3079* | *100* |
| *6411* | *Insurance agents, brokers, & service* | *2,878* | *13* | *4,305.2* | *4.9303* | *55* |
| *6513* | *Operators of apartment buildings* | *696* | *3* | *126.2* | *1.1113* | *41* |
| *6531* | *Real-estate agents & managers* | *3,086* | *12* | *1,989.0* | *2.2470* | *16* |
| *6712* | *Bank-holding companies* | *9* | *7* | *78.8* | *1.4668* | *82* |
| *6719* | *Holding companies n.e.c.* | *39* | *11* | *444.1* | *2.9196* | *65* |
| *7011* | *Hotels & motels* | *494* | *57* | *944.4* | *2.0426* | *75* |
| *7211* | *Power laundries, family & commercial* | *147* | *3* | *47.7* | *2.4249* | *34* |
| *7212* | *Garment pressing & cleaners' agents* | *1,138* |  | *227.5* | *5.8193* | *0* |
| *7216* | *Dry cleaning plants, except rug* | *252* | *2* | *67.4* | *5.0818* | *9* |
| *7231* | *Beauty shops* | *3,429* |  | *346.0* | *2.2118* | *0* |
| *7241* | *Barber shops* | *1,065* |  | *108.4* | *2.1627* | *0* |
| *7261* | *Funeral service & crematories* | *479* | *1* | *161.0* | *2.2640* | *1* |
| *7291* | *Tax-return preparation services* | *285* |  | *85.6* | *1.4252* | *0* |
| *7311* | *Advertising agencies* | *753* | *16* | *1,979.5* | *4.5293* | *41* |
| *7313* | *Radio, TV, & publisher representatives* | *156* | *1* | *1,566.4* | *16.2652* | *14* |
| *7331* | *Direct-mail advertising services* | *206* | *9* | *181.6* | *6.0913* | *35* |
| *7335* | *Commercial photography* | *620* | *1* | *311.9* | *4.7919* | *0* |
| *7336* | *Commercial art & graphic design* | *559* | *3* | *300.8* | *6.6237* | *5* |
| *7338* | *Secretarial & court-reporting services* | *423* |  | *85.2* | *3.3879* | *0* |
| *7342* | *Disinfecting & pest-control services* | *212* |  | *61.3* | *1.4535* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *772* | *14* | *244.3* | *3.6818* | *33* |
| *7359* | *Equipment rental & leasing n.e.c.* | *203* | *2* | *159.3* | *1.7177* | *7* |
| *7361* | *Employment agencies* | *509* | *1* | *110.1* | *2.8626* | *5* |
| *7363* | *Help supply services* | *206* | *4* | *114.8* | *12.1507* | *23* |
| *7374* | *Computer processing & data preparation* | *418* | *8* | *823.5* | *4.2977* | *28* |
| *7379* | *Computer-related services n.e.c.* | *327* | *5* | *961.1* | *9.3427* | *93* |
| *7381* | *Detective & armored-car services* | *243* | *3* | *80.3* | *3.4654* | *45* |
| *7384* | *Photofinishing laboratories* | *290* | *2* | *56.7* | *1.3560* | *20* |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| *7389* | *Business services n.e.c.* | *1,442* | *17* | *961.4* | *4.2446* | *34* |
| *7514* | *Passenger-car rental* | *229* | *2* | *226.0* | *3.0379* | *19* |
| *7521* | *Automobile parking* | *233* |  | *134.7* | *9.6132* | *0* |
| *7532* | *Top & body repair & paint shops* | *904* |  | *272.5* | *2.0469* | *0* |
| *7538* | *General automotive repair shops* | *1,853* |  | *564.3* | *2.4192* | *0* |
| *7542* | *Carwashes* | *254* |  | *50.6* | *2.2982* | *0* |
| *7549* | *Automotive services n.e.c.* | *441* |  | *91.9* | *2.0181* | *0* |
| *7622* | *Radio & television repair* | *405* | *1* | *167.5* | *4.2235* | *3* |
| *7629* | *Electrical repair shops n.e.c.* | *235* | *2* | *179.7* | *3.5784* | *38* |
| *7699* | *Repair services n.e.c.* | *871* |  | *449.0* | *3.1057* | *0* |
| *7812* | *Motion-picture & video-tape production* | *348* | *3* | *146.8* | *1.9047* | *64* |
| *7832* | *Non-drive-in motion-picture theaters* | *178* | *1* | *160.1* | *2.7237* | *12* |
| *7929* | *Entertainers & entertainment groups* | *175* | *1* | *122.6* | *4.5122* | *3* |
| *7933* | *Bowling centers* | *140* |  | *39.2* | *2.4192* | *0* |
| *7991* | *Physical-fitness facilities* | *231* |  | *70.6* | *1.5034* | *0* |
| *7997* | *Membership sports & recreation clubs* | *81* | *4* | *38.5* | *1.7088* | *36* |
| *7999* | *Amusement & recreation services n.e.c.* | *386* | *3* | *146.4* | *2.5169* | *25* |
| *8011* | *Offices & clinics of medical doctors* | *5,464* | *2* | *1,564.3* | *2.3222* | *1* |
| *8021* | *Offices & clinics of dentists* | *2,687* |  | *539.5* | *2.0715* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *899* |  | *182.5* | *1.9750* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *264* | *33* | *90.2* | *1.3724* | *56* |
| *8062* | *General medical & surgical hospitals* | *96* | *81* | *6,922.2* | *3.2649* | *100* |
| *8063* | *Psychiatric hospitals* | *7* | *7* | *162.8* | *1.6030* | *100* |
| *8071* | *Medical laboratories* | *194* | *1* | *113.3* | *2.6092* | *5* |
| *8093* | *Specialty outpatient clinics n.e.c.* | *210* |  | *46.9* | *1.5919* | *0* |
| *8111* | *Legal services* | *5,722* | *42* | *2,129.1* | *3.4919* | *37* |
| *8211* | *Elementary & secondary schools* | *1,533* | *2* | *2,293.2* | *3.6774* | *60* |
| *8221* | *Colleges & universities* | *42* | *20* | *693.4* | *1.4818* | *95* |
| *8222* | *Junior colleges & technical institutes* | *15* | *7* | *120.0* | *1.4439* | *93* |
| *8231* | *Libraries* | *375* | *5* | *120.6* | *1.4180* | *61* |
| *8299* | *Schools & educational services n.e.c.* | *1,478* | *2* | *356.3* | *5.4263* | *15* |
| *8322* | *Individual & family social services* | *1,661* | *11* | *108.5* | *.8160* | *67* |
| *8412* | *Museums & art galleries* | *255* | *3* | *114.7* | *4.3303* | *38* |
| *8611* | *Business associations* | *201* | *7* | *320.8* | *6.4022* | *55* |
| *8621* | *Professional membership organizations* | *99* | *9* | *268.9* | *14.2834* | *64* |
| *8631* | *Labor organizations* | *347* | *1* | *113.9* | *2.7522* | *4* |
| *8641* | *Civic & social associations* | *873* | *1* | *443.2* | *3.4940* | *2* |
| *8661* | *Religious organizations* | *3,795* | *1* | *1,524.8* | *2.8231* | *1* |
| *8711* | *Engineering services* | *973* | *17* | *1,553.3* | *4.9926* | *34* |
| *8712* | *Architectural services* | *606* | *5* | *676.2* | *5.4169* | *11* |
| *8721* | *Accounting, auditing, & bookkeeping* | *1,643* | *12* | *1,113.3* | *3.9547* | *24* |
| *8731* | *Commercial physical research* | *97* | *7* | *123.5* | *1.2023* | *69* |
| *8732* | *Commercial nonphysical research* | *184* | *1* | *119.1* | *5.0362* | *6* |
| *8733* | *Noncommercial research organizations* | *72* | *3* | *267.1* | *6.4024* | *94* |
| *8734* | *Testing laboratories* | *62* | *1* | *118.5* | *7.2544* | *75* |
| *8741* | *Management services* | *705* |  | *425.2* | *4.4201* | *0* |
| *8742* | *Management consulting services* | *531* | *7* | *396.1* | *4.4089* | *18* |
| *8743* | *Public-relations services* | *319* | *3* | *216.7* | *5.7[illegible]2* | *12* |
| *8748* | *Business consulting services n.e.c.* | *363* | *15* | *626.2* | *5.4627* | *55* |
| **Crawford** | **All mfg. & svcs.** | **328** | **9** | **1,101.7** | **.0192** | **83** |
| **Cumberland** | **All mfg. & svcs.** | **123** | **2** | **116.8** | **.0020** | **34** |
| **De Kalb** | **All mfg. & svcs.** | **1,163** | **20** | **1,245.5** | **.0218** | **47** |
| **De Witt** | **All mfg. & svcs.** | **235** | **3** | **229.7** | **.0040** | **37** |
| **Douglas** | **All mfg. & svcs.** | **291** | **4** | **436.1** | **.0076** | **41** |
| **Du Page** | **All mfg. & svcs.** | **13,698** | **257** | **18,025.9** | **.3149** | **51** |
| 3089 | Plastics products n.e.c. | 91 | 9 | 235.4 | .7226 | 58 |
| 3499 | Fabricated metal products n.e.c. | 39 | 5 | 323.7 | 2.2612 | 65 |
| 3661 | Telephone & telegraph apparatus | 6 | 2 | 361.7 | 1.6073 | 95 |
| *4212* | *Local trucking without storage* | *117* |  | *243.5* | *.5024* | *0* |
| *4922* | *Natural-gas transmission* | *1* | *1* | *242.8* | *.5750* | *100* |
| *4924* | *Natural-gas distribution* | *4* | *2* | *185.4* | *1.0238* | *74* |
| *4953* | *Refuse systems* | *45* | *2* | *432.4* | *1.7952* | *78* |
| *6411* | *Insurance agents, brokers, & service* | *651* |  | *344.9* | *.3950* | *0* |
| *6531* | *Real-estate agents & managers* | *475* |  | *250.2* | *.2827* | *0* |
| *7011* | *Hotels & motels* | *59* | *10* | *220.1* | *.4761* | *91* |
| *7349* | *Building maintenance services n.e.c.* | *193* | *2* | *155.1* | *2.3375* | *74* |
| *7372* | *Prepackaged software* | *47* | *5* | *350.3* | *2.8435* | *89* |
| *7374* | *Computer processing & data preparation* | *168* | *3* | *160.9* | *.8397* | *18* |
| *7389* | *Business services n.e.c.* | *337* | *3* | *93.4* | *.4124* | *17* |
| *8011* | *Offices & clinics of medical doctors* | *767* |  | *217.8* | *.3233* | *0* |
| *8021* | *Offices & clinics of dentists* | *514* |  | *154.5* | *.5932* | *0* |
| *8062* | *General medical & surgical hospitals* | *9* | *7* | *451.1* | *.2128* | *100* |
| *8111* | *Legal services* | *608* |  | *184.5* | *.3026* | *0* |
| *8211* | *Elementary & secondary schools* | *264* |  | *160.8* | *.2579* | *0* |
| *8351* | *Child day-care services* | *135* |  | *27.0* | *.3625* | *0* |
| *8661* | *Religious organizations* | *430* |  | *214.7* | *.3975* | *0* |
| *8731* | *Commercial physical research* | *35* | *7* | *521.0* | *5.0720* | *99* |
| **Edgar** | **All mfg. & svcs.** | **362** | **7** | **390.1** | **.0068** | **37** |
| **Edwards** | **All mfg. & svcs.** | **116** | **4** | **205.8** | **.0036** | **81** |
| **Effingham** | **All mfg. & svcs.** | **588** | **10** | **534.7** | **.0093** | **35** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **ILLINOIS** (cont.) | | | | | | |
| **Fayette** | **All mfg. & svcs.** | **313** | **4** | **331.1** | **.0058** | **25** |
| **Ford** | **All mfg. & svcs.** | **319** | **4** | **289.0** | **.0050** | **17** |
| **Franklin** | **All mfg. & svcs.** | **642** | **3** | **324.0** | **.0057** | **7** |
| **Fulton** | **All mfg. & svcs.** | **575** | **7** | **532.4** | **.0093** | **27** |
| **Gallatin** | **All mfg. & svcs.** | **97** | **1** | **67.6** | **.0012** | **21** |
| **Greene** | **All mfg. & svcs.** | **217** | **2** | **141.4** | **.0025** | **14** |
| **Grundy** | **All mfg. & svcs.** | **470** | **12** | **1,103.8** | **.0193** | **66** |
| **Hamilton** | **All mfg. & svcs.** | **112** | | **51.9** | **.0009** | **0** |
| **Hancock** | **All mfg. & svcs.** | **426** | **3** | **293.6** | **.0051** | **12** |
| **Hardin** | **All mfg. & svcs.** | **65** | **1** | **50.0** | **.0009** | **24** |
| **Henderson** | **All mfg. & svcs.** | **94** | | **49.0** | **.0009** | **0** |
| **Henry** | **All mfg. & svcs.** | **881** | **12** | **908.8** | **.0159** | **29** |
| **Iroquois** | **All mfg. & svcs.** | **566** | **8** | **624.0** | **.0109** | **27** |
| **Jackson** | **All mfg. & svcs.** | **845** | **12** | **633.0** | **.0111** | **26** |
| **Jasper** | **All mfg. & svcs.** | **154** | **3** | **204.1** | **.0036** | **61** |
| **Jefferson** | **All mfg. & svcs.** | **720** | **8** | **547.5** | **.0096** | **32** |
| **Jersey** | **All mfg. & svcs.** | **245** | **1** | **179.1** | **.0031** | **7** |
| **Jo Daviess** | **All mfg. & svcs.** | **400** | **9** | **384.8** | **.0067** | **42** |
| **Johnson** | **All mfg. & svcs.** | **112** | | **44.6** | **.0008** | **0** |
| **Kane** | **All mfg. & svcs.** | **5,156** | **134** | **11,056.3** | **.1932** | **67** |
| 3089 | Plastics products n.e.c. | 46 | 7 | 204.5 | .6277 | 52 |
| 3537 | Industrial trucks & tractors | 2 | 1 | 388.7 | 10.2757 | 99 |
| 3661 | Telephone & telegraph apparatus | 3 | 3 | 787.3 | 3.4986 | 100 |
| 3829 | Measuring & controlling devices n.e.c | 3 | 2 | 29.2 | .7330 | 100 |
| *4212* | *Local trucking without storage* | *43* | *2* | *1,580.8* | *3.2615* | *95* |
| *4924* | *Natural-gas distribution* | *2* | *1* | *1,102.0* | *6.0854* | *98* |
| *8062* | *General medical & surgical hospitals* | *6* | *6* | *323.0* | *.1523* | *100* |
| *8661* | *Religious organizations* | *255* | | *102.0* | *.1888* | *0* |
| **Kankakee** | **All mfg. & svcs.** | **1,599** | **28** | **2,389.9** | **.0418** | **60** |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *165.0* | *.0778* | *100* |
| **Kendall** | **All mfg. & svcs.** | **360** | **2** | **293.6** | **.0051** | **11** |
| **Knox** | **All mfg. & svcs.** | **1,007** | **15** | **852.4** | **.0149** | **28** |
| **Lake** | **All mfg. & svcs.** | **6,386** | **129** | **11,444.5** | **.1999** | **69** |
| 2051 | Bread, cake, & related products | 5 | 1 | 300.3 | 1.5606 | 97 |
| 2759 | Commercial printing n.e.c. | 72 | 4 | 193.3 | 1.4300 | 90 |
| 2834 | Pharmaceutical preparations | 9 | 5 | 1,669.7 | 6.0415 | 99 |
| *4911* | *Electric services* | *4* | *3* | *103.7* | *.0712* | *72* |
| *6311* | *Life insurance* | *7* | *5* | *1,177.2* | *.9891* | *98* |
| *6331* | *Fire, marine, & casualty insurance* | *4* | *3* | *671.7* | *.7994* | *99* |
| *7011* | *Hotels & motels* | *72* | *4* | *101.1* | *.2187* | *62* |
| *7996* | *Amusement parks* | *24* | *1* | *84.1* | *1.6067* | *96* |
| *8011* | *Offices & clinics of medical doctors* | *486* | | *141.1* | *.2095* | *0* |
| *8062* | *General medical & surgical hospitals* | *10* | *8* | *802.3* | *.3784* | *100* |
| *8211* | *Elementary & secondary schools* | *165* | | *100.5* | *.1612* | *0* |
| *8661* | *Religious organizations* | *257* | | *102.5* | *.1898* | *0* |
| **La Salle** | **All mfg. & svcs.** | **2,118** | **32** | **2,645.4** | **.0462** | **48** |
| 3221 | Glass containers | 4 | 2 | 159.2 | 5.5401 | 99 |
| **Lawrence** | **All mfg. & svcs.** | **258** | **6** | **773.0** | **.0135** | **80** |
| **Lee** | **All mfg. & svcs.** | **584** | **15** | **702.6** | **.0123** | **50** |
| **Livingston** | **All mfg. & svcs.** | **481** | **14** | **698.6** | **.0122** | **52** |
| **Logan** | **All mfg. & svcs.** | **536** | **7** | **519.0** | **.0091** | **44** |
| **McDonough** | **All mfg. & svcs.** | **633** | **7** | **542.2** | **.0095** | **34** |
| **McHenry** | **All mfg. & svcs.** | **2,376** | **71** | **3,446.1** | **.0602** | **59** |
| **McLean** | **All mfg. & svcs.** | **1,930** | **28** | **4,219.1** | **.0737** | **68** |
| 3635 | Household vacuum cleaners | 2 | 2 | 193.4 | 18.5143 | 100 |
| *6331* | *Fire, marine, & casualty insurance* | *7* | *6* | *1,475.7* | *1.7562* | *100* |
| *6411* | *Insurance agents, brokers, & service* | *135* | | *175.4* | *.2009* | *0* |
| *8221* | *Colleges & universities* | *1* | *1* | *142.0* | *.3035* | *100* |
| **Macon** | **All mfg. & svcs.** | **2,026** | **35** | **4,190.4** | **.0732** | **70** |
| 3531 | Construction machinery | 1 | 1 | 649.4 | 4.3634 | 100 |
| *4931* | *Electric & other services combined* | *1* | *1* | *758.9* | *2.5878* | *100* |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *157.0* | *.0740* | *100* |
| **Macoupin** | **All mfg. & svcs.** | **768** | **8** | **479.0** | **.0084** | **24** |
| **Madison** | **All mfg. & svcs.** | **3,658** | **53** | **6,647.5** | **.1161** | **70** |
| 3312 | Blast furnaces & steel mills | 4 | 3 | 782.9 | 2.8554 | 99 |
| 3482 | Small-arms ammunition | 2 | 1 | 498.4 | 24.5747 | 100 |
| 3489 | Ordnance & accessories n.e.c. | 1 | 1 | 150.3 | 6.5195 | 100 |
| *8062* | *General medical & surgical hospitals* | *7* | *7* | *221.0* | *.1042* | *100* |
| *8661* | *Religious organizations* | *297* | | *59.4* | *.1100* | *0* |
| **Marion** | **All mfg. & svcs.** | **807** | **19** | **1,058.3** | **.0185** | **56** |
| **Marshall** | **All mfg. & svcs.** | **233** | **2** | **247.1** | **.0043** | **44** |
| **Mason** | **All mfg. & svcs.** | **290** | **2** | **192.2** | **.0034** | **27** |
| **Massac** | **All mfg. & svcs.** | **198** | **5** | **344.1** | **.0060** | **77** |
| **Menard** | **All mfg. & svcs.** | **172** | **1** | **115.9** | **.0020** | **3** |
| **Mercer** | **All mfg. & svcs.** | **240** | **1** | **139.9** | **.0024** | **5** |
| **Monroe** | **All mfg. & svcs.** | **348** | **1** | **184.9** | **.0032** | **1** |
| **Montgomery** | **All mfg. & svcs.** | **615** | **8** | **685.9** | **.0120** | **48** |
| **Morgan** | **All mfg. & svcs.** | **627** | **15** | **1,090.4** | **.0191** | **65** |
| **Moultrie** | **All mfg. & svcs.** | **286** | **6** | **251.0** | **.0044** | **18** |
| **Ogle** | **All mfg. & svcs.** | **767** | **15** | **965.5** | **.0169** | **55** |
| **Peoria** | **All mfg. & svcs.** | **3,791** | **57** | **6,869.8** | **.1200** | **66** |
| 3519 | Internal-combustion engines n.e.c. | 1 | 1 | 1,459.1 | 16.6207 | 100 |
| 3531 | Construction machinery | 7 | 4 | 1,312.3 | 8.8174 | 100 |
| *6411* | *Insurance agents, brokers, & service* | *265* | *1* | *274.0* | *.3138* | *40* |
| *8062* | *General medical & surgical hospitals* | *6* | *3* | *304.4* | *.1436* | *100* |
| *8661* | *Religious organizations* | *272* | | *81.6* | *.1511* | *0* |
| **Perry** | **All mfg. & svcs.** | **276** | **6** | **427.1** | **.0075** | **65** |
| **Piatt** | **All mfg. & svcs.** | **295** | **1** | **291.8** | **.0051** | **15** |
| **Pike** | **All mfg. & svcs.** | **292** | **1** | **217.7** | **.0038** | **4** |
| **Pope** | **All mfg. & svcs.** | **33** | | **7.7** | **.0001** | **0** |
| **Pulaski** | **All mfg. & svcs.** | **102** | **2** | **128.2** | **.0022** | **40** |
| **Putnam** | **All mfg. & svcs.** | **90** | **2** | **163.8** | **.0029** | **36** |
| **Randolph** | **All mfg. & svcs.** | **512** | **9** | **605.8** | **.0106** | **49** |
| **Richland** | **All mfg. & svcs.** | **296** | **2** | **248.3** | **.0043** | **31** |
| **Rock Island** | **All mfg. & svcs.** | **2,570** | **43** | **4,380.4** | **.0765** | **59** |
| 3523 | Farm machinery & equipment | 5 | 5 | 1,345.0 | 14.1485 | 100 |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *167.0* | *.0788* | *100* |
| **St. Clair** | **All mfg. & svcs.** | **3,134** | **36** | **3,187.2** | **.0557** | **41** |
| *8062* | *General medical & surgical hospitals* | *7* | *6* | *278.5* | *.1314* | *100* |
| *8661* | *Religious organizations* | *261* | | *78.3* | *.1450* | *0* |
| **Saline** | **All mfg. & svcs.** | **511** | **6** | **294.3** | **.0051** | **15** |
| **Sangamon** | **All mfg. & svcs.** | **3,340** | **29** | **4,272.6** | **.0746** | **49** |
| *6411* | *Insurance agents, brokers, & service* | *211* | *1* | *467.9* | *.5358* | *70* |
| *8062* | *General medical & surgical hospitals* | *6* | *3* | *352.3* | *.1662* | *100* |
| *8661* | *Religious organizations* | *183* | | *73.2* | *.1355* | *0* |
| **Schuyler** | **All mfg. & svcs.** | **155** | **1** | **89.1** | **.0016** | **7** |
| **Scott** | **All mfg. & svcs.** | **88** | | **51.3** | **.0009** | **0** |
| **Shelby** | **All mfg. & svcs.** | **342** | **2** | **236.0** | **.0041** | **29** |
| **Stark** | **All mfg. & svcs.** | **106** | **1** | **86.8** | **.0015** | **29** |
| **Stephenson** | **All mfg. & svcs.** | **829** | **16** | **1,405.6** | **.0246** | **67** |
| 3643 | Current-carrying wiring devices | 1 | 1 | 153.4 | 5.0800 | 100 |
| **Tazewell** | **All mfg. & svcs.** | **1,373** | **18** | **1,242.9** | **.0217** | **36** |
| **Union** | **All mfg. & svcs.** | **278** | **6** | **230.4** | **0040** | **43** |
| **Vermilion** | **All mfg. & svcs.** | **1,511** | **31** | **2,234.1** | **.0390** | **51** |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *172.0* | *.0811* | *100* |
| **Wabash** | **All mfg. & svcs.** | **241** | **6** | **351.3** | **.0061** | **63** |
| **Warren** | **All mfg. & svcs.** | **371** | **6** | **358.7** | **.0063** | **40** |
| *4212* | *Local trucking without storage* | *11* | *1* | *26.8* | *.0553* | *11* |
| **Washington** | **All mfg. & svcs.** | **221** | **1** | **175.5** | **.0031** | **8** |
| **Wayne** | **All mfg. & svcs.** | **279** | **4** | **263.2** | **.0046** | **42** |
| **White** | **All mfg. & svcs.** | **325** | **1** | **197.2** | **.0034** | **3** |
| **Whiteside** | **All mfg. & svcs.** | **1,050** | **19** | **1,483.7** | **.0259** | **57** |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 411.0 | 1.4990 | 97 |
| **Will** | **All mfg. & svcs.** | **3,343** | **49** | **4,398.9** | **.0769** | **51** |
| 3531 | Construction machinery | 1 | 1 | 377.4 | 2.5358 | 100 |
| *8062* | *General medical & surgical hospitals* | *3* | *2* | *295.1* | *.1392* | *100* |
| *8661* | *Religious organizations* | *225* | | *67.3* | *.1246* | *0* |
| **Williamson** | **All mfg. & svcs.** | **888** | **14** | **972.1** | **.0170** | **47** |
| **Winnebago** | **All mfg. & svcs.** | **4,531** | **104** | **6,010.6** | **.1050** | **51** |
| 3429 | Hardware n.e.c. | 6 | 2 | 117.7 | 1.1620 | 93 |
| 3452 | Bolts, nuts, rivets, & washers | 11 | 4 | 202.7 | 3.8239 | 84 |
| 3541 | Metal-cutting machine tools | 13 | 3 | 88.4 | 3.1903 | 91 |
| 3599 | Industrial machinery n.e.c. | 155 | 3 | 141.2 | .7398 | 30 |
| 3714 | Motor-vehicle parts & accessories | 8 | 5 | 393.0 | .6577 | 99 |
| 3728 | Aircraft parts & equipment n.e.c. | 5 | 1 | 64.3 | .4387 | 92 |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *249.0* | *.1174* | *100* |
| *8661* | *Religious organizations* | *265* | | *79.5* | *.1472* | *0* |
| **Woodford** | **All mfg. & svcs.** | **489** | **5** | **391.9** | **.0068** | **21** |
| **STATE TOTAL** | **All mfg. & svcs.** | **185,420** | **3,884** | **337,889.4** | **5.9033** | **62** |
| **INDIANA** | | | | | | |
| **Adams** | **All mfg. & svcs.** | **411** | **18** | **576.6** | **0101** | **44** |
| **Allen** | **All mfg. & svcs.** | **4,255** | **105** | **14,080.2** | **.2460** | **78** |
| 3011 | Tires & inner tubes | 1 | 1 | 284.5 | 3.6023 | 100 |
| 3089 | Plastics products n.e.c. | 20 | 7 | 127.7 | .3920 | 73 |
| 3621 | Motors & generators | 5 | 4 | 161.5 | 2.1970 | 97 |
| 3679 | Electronic components n.e.c. | 2 | 1 | 387.5 | 1.8751 | 99 |
| *4213* | *Nonlocal trucking* | *64* | *1* | *891.4* | *1.4899* | *89* |
| *6321* | *Accident & health insurance* | *2* | *2* | *5,222.0* | *3.7454* | *100* |
| *6411* | *Insurance agents, brokers, & service* | *266* | | *232.7* | *.2665* | *0* |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *354.0* | *.1670* | *100* |
| *8661* | *Religious organizations* | *281* | | *112.5* | *.2083* | *0* |
| **Bartholomew** | **All mfg. & svcs.** | **914** | **21** | **1,644.5** | **.0287** | **65** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3519 | Internal-combustion engines n.e.c. | 1 | 1 | 462.5 | 5.2684 | 100 |
| 3714 | Motor-vehicle parts & accessories | 1 | 1 | 190.8 | .3193 | 100 |
| **Benton** | **All mfg. & svcs.** | 155 |  | 125.7 | .0022 | 0 |
| **Blackford** | **All mfg. & svcs.** | 213 | 7 | 327.6 | .0057 | 52 |
| **Boone** | **All mfg. & svcs.** | 539 | 3 | 378.6 | .0066 | 9 |
| **Brown** | **All mfg. & svcs.** | 44 | 1 | 42.3 | .0007 | 7 |
| **Carroll** | **All mfg. & svcs.** | 226 | 6 | 361.1 | .0063 | 41 |
| **Cass** | **All mfg. & svcs.** | 555 | 20 | 903.2 | .0158 | 68 |
| **Clark** | **All mfg. & svcs.** | 1,044 | 22 | 1,529.1 | .0267 | 59 |
| **Clay** | **All mfg. & svcs.** | 284 | 2 | 242.5 | .0042 | 41 |
| **Clinton** | **All mfg. & svcs.** | 398 | 9 | 635.0 | .0111 | 53 |
| **Crawford** | **All mfg. & svcs.** | 59 |  | 40.8 | .0007 | 0 |
| **Daviess** | **All mfg. & svcs.** | 360 | 5 | 376.2 | .0066 | 38 |
| **Dearborn** | **All mfg. & svcs.** | 386 | 9 | 2,452.8 | .0429 | 91 |
| 2085 | Distilled & blended liquors | 2 | 2 | 2,057.1 | 21.0835 | 100 |
| **Decatur** | **All mfg. & svcs.** | 322 | 9 | 1,177.7 | .0206 | 82 |
| **De Kalb** | **All mfg. & svcs.** | 462 | 20 | 1,635.5 | .0286 | 84 |
| **Delaware** | **All mfg. & svcs.** | 1,569 | 34 | 2,346.0 | .0410 | 62 |
| 3714 | Motor-vehicle parts & accessories | 5 | 3 | 665.9 | 1.1143 | 99 |
| **Dubois** | **All mfg. & svcs.** | 560 | 33 | 1,095.7 | .0191 | 65 |
| 2434 | Wood kitchen cabinets | 5 | 4 | 148.0 | 2.4873 | 100 |
| **Elkhart** | **All mfg. & svcs.** | 2,573 | 131 | 6,402.6 | .1119 | 64 |
| 2451 | Mobile homes | 30 | 15 | 320.0 | 5.8415 | 75 |
| 3792 | Travel trailers & campers | 98 | 19 | 591.4 | 29.5552 | 83 |
| 3841 | Surgical & medical instruments | 1 | 1 | 245.1 | 4.2683 | 100 |
| 3931 | Musical instruments & parts | 18 | 5 | 162.2 | 12.7076 | 91 |
| *8661* | *Religious organizations* | *192* |  | *76.9* | *.1424* | *0* |
| **Fayette** | **All mfg. & svcs.** | 336 | 7 | 1,355.6 | .0237 | 86 |
| 3714 | Motor-vehicle parts & accessories | 3 | 3 | 956.0 | 1.5998 | 100 |
| **Floyd** | **All mfg. & svcs.** | 816 | 19 | 1,093.3 | .0191 | 55 |
| **Fountain** | **All mfg. & svcs.** | 253 | 4 | 268.8 | .0047 | 37 |
| **Franklin** | **All mfg. & svcs.** | 121 | 2 | 187.1 | .0033 | 49 |
| **Fulton** | **All mfg. & svcs.** | 336 | 12 | 490.3 | .0086 | 59 |
| **Gibson** | **All mfg. & svcs.** | 499 | 9 | 960.1 | .0168 | 67 |
| **Grant** | **All mfg. & svcs.** | 1,072 | 24 | 1,820.5 | .0318 | 63 |
| 3671 | Electron tubes | 1 | 1 | 151.4 | 4.6239 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 1 | 1 | 168.0 | .9098 | 100 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *119.0* | *.0561* | *100* |
| *8661* | *Religious organizations* | *139* |  | *69.1* | *.1279* | *0* |
| **Greene** | **All mfg. & svcs.** | 348 | 5 | 352.2 | .0062 | 49 |
| **Hamilton** | **All mfg. & svcs.** | 1,490 | 28 | 1,775.5 | .0310 | 48 |
| **Hancock** | **All mfg. & svcs.** | 428 | 7 | 434.2 | .0076 | 46 |
| **Harrison** | **All mfg. & svcs.** | 220 | 5 | 196.6 | .0034 | 27 |
| **Hendricks** | **All mfg. & svcs.** | 681 | 2 | 410.4 | .0072 | 13 |
| **Henry** | **All mfg. & svcs.** | 592 | 12 | 805.3 | .0141 | 37 |
| **Howard** | **All mfg. & svcs.** | 1,156 | 17 | 2,427.9 | .0424 | 73 |
| 3651 | Household audio & video equipment | 1 | 1 | 514.8 | 5.2572 | 100 |
| 3714 | Motor-vehicle parts & accessories | 2 | 2 | 808.7 | 1.3533 | 100 |
| **Huntington** | **All mfg. & svcs.** | 539 | 20 | 796.1 | .0139 | 53 |
| **Jackson** | **All mfg. & svcs.** | 580 | 19 | 952.4 | .0166 | 51 |
| **Jasper** | **All mfg. & svcs.** | 333 | 12 | 702.3 | .0123 | 70 |
| **Jay** | **All mfg. & svcs.** | 301 | 7 | 393.9 | .0069 | 40 |
| **Jefferson** | **All mfg. & svcs.** | 463 | 12 | 678.0 | .0118 | 68 |
| **Jennings** | **All mfg. & svcs.** | 241 | 8 | 308.2 | .0054 | 60 |
| **Johnson** | **All mfg. & svcs.** | 1,035 | 13 | 920.4 | .0161 | 36 |
| **Knox** | **All mfg. & svcs.** | 618 | 11 | 698.9 | .0122 | 38 |
| **Kosciusko** | **All mfg. & svcs.** | 924 | 35 | 2,320.2 | .0405 | 55 |
| 3842 | Surgical appliances & supplies | 6 | 4 | 288.5 | 3.8359 | 97 |
| **La Grange** | **All mfg. & svcs.** | 258 | 9 | 534.9 | .0093 | 54 |
| **Lake** | **All mfg. & svcs.** | 5,717 | 88 | 11,214.9 | .1959 | 73 |
| 3312 | Blast furnaces & steel mills | 3 | 2 | 2,847.0 | 10.3835 | 100 |
| 3316 | Cold-rolled steel sheet, strip, & bars | 6 | 3 | 608.8 | 9.7125 | 97 |
| 3341 | Secondary nonferrous metals | 3 | 2 | 564.3 | 7.1327 | 97 |
| *4212* | *Local trucking without storage* | *126* |  | *245.1* | *.5057* | *0* |
| *4931* | *Electric & other services combined* | *4* | *2* | *342.7* | *1.1686* | *90* |
| *8011* | *Offices & clinics of medical doctors* | *446* |  | *131.2* | *.1948* | *0* |
| *8062* | *General medical & surgical hospitals* | *7* | *7* | *555.0* | *.2618* | *100* |
| *8211* | *Elementary & secondary schools* | *167* |  | *102.5* | *.1644* | *0* |
| *8661* | *Religious organizations* | *462* |  | *138.8* | *.2570* | *0* |
| **La Porte** | **All mfg. & svcs.** | 1,423 | 47 | 2,164.1 | .0378 | 60 |
| **Lawrence** | **All mfg. & svcs.** | 553 | 10 | 739.4 | .0129 | 57 |
| **Madison** | **All mfg. & svcs.** | 1,714 | 21 | 2,686.5 | .0469 | 67 |
| 3647 | Vehicular lighting equipment | 1 | 1 | 490.3 | 33.3447 | 100 |
| 3691 | Storage batteries | 1 | 1 | 851.2 | 26.9657 | 100 |
| *8661* | *Religious organizations* | *182* |  | *54.4* | *.1007* | *0* |
| **Marion** | **All mfg. & svcs.** | 12,123 | 280 | 24,987.4 | .4366 | 68 |
| 2711 | Newspapers | 29 | 1 | 112.3 | .4025 | 77 |
| 2834 | Pharmaceutical preparations | 7 | 3 | 894.5 | 3.2366 | 99 |
| 3264 | Porcelain electrical supplies | 2 | 2 | 203.9 | 7.7611 | 100 |
| 3585 | Refrigeration & heating equipment | 8 | 3 | 433.4 | 2.0543 | 96 |
| 3694 | Engine electrical equipment | 1 | 1 | 276.8 | 3.5098 | 100 |
| 3713 | Truck & bus bodies | 5 | 1 | 344.6 | 3.4492 | 97 |
| 3714 | Motor-vehicle parts & accessories | 8 | 4 | 426.3 | .7134 | 99 |
| 3724 | Aircraft engines & engine parts | 5 | 2 | 663.8 | 6.0920 | 98 |
| 3728 | Aircraft parts & equipment n.e.c. | 9 | 3 | 212.7 | 1.4511 | 92 |
| *4213* | *Nonlocal trucking* | *142* | *7* | *407.2* | *.6806* | *47* |
| *4813* | *Nonradio telephone communications* | *8* | *2* | *993.5* | *1.0022* | *97* |
| *6021* | *National commercial banks* | *6* | *5* | *1,047.3* | *.8815* | *99* |
| *6311* | *Life insurance* | *27* | *10* | *1,842.8* | *1.5484* | *91* |
| *6324* | *Hospital & medical service plans* | *3* | *2* | *500.8* | *3.4183* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *17* | *12* | *864.2* | *1.0285* | *97* |
| *6411* | *Insurance agents, brokers, & service* | *687* | *2* | *396.2* | *.4537* | *6* |
| *6531* | *Real-estate agents & managers* | *359* | *1* | *454.0* | *.5129* | *3* |
| *6719* | *Holding companies n.e.c.* | *12* | *4* | *127.5* | *.8382* | *51* |
| *7011* | *Hotels & motels* | *119* | *15* | *167.8* | *.3629* | *69* |
| *7389* | *Business services n.e.c.* | *234* | *2* | *70.7* | *.3121* | *35* |
| *8011* | *Offices & clinics of medical doctors* | *636* |  | *188.4* | *.2797* | *0* |
| *8062* | *General medical & surgical hospitals* | *13* | *10* | *1,195.6* | *.5639* | *100* |
| *8111* | *Legal services* | *631* | *2* | *198.8* | *.3261* | *13* |
| *8211* | *Elementary & secondary schools* | *251* | *3* | *492.5* | *.7898* | *69* |
| *8351* | *Child day-care services* | *134* |  | *26.8* | *.3598* | *0* |
| *8661* | *Religious organizations* | *887* |  | *265.9* | *.4923* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *205* | *2* | *120.4* | *.4277* | *20* |
| **Marshall** | **All mfg. & svcs.** | 630 | 25 | 1,015.6 | .0177 | 53 |
| **Martin** | **All mfg. & svcs.** | 142 | 3 | 157.4 | .0027 | 56 |
| **Miami** | **All mfg. & svcs.** | 405 | 13 | 734.5 | .0128 | 58 |
| *8062* | *General medical & surgical hospitals* | *1* | *1* | *193.0* | *.0910* | *100* |
| **Monroe** | **All mfg. & svcs.** | 1,286 | 17 | 2,047.7 | .0358 | 65 |
| 3651 | Household audio & video equipment | 3 | 1 | 516.9 | 5.2786 | 99 |
| *8221* | *Colleges & universities* | *1* | *1* | *132.0* | *.2821* | *100* |
| **Montgomery** | **All mfg. & svcs.** | 539 | 17 | 1,006.4 | .0176 | 69 |
| 2732 | Book printing | 1 | 1 | 348.0 | 9.7345 | 100 |
| **Morgan** | **All mfg. & svcs.** | 558 | 7 | 401.7 | .0070 | 33 |
| **Newton** | **All mfg. & svcs.** | 165 | 6 | 248.6 | .0043 | 51 |
| **Noble** | **All mfg. & svcs.** | 509 | 21 | 1,081.8 | .0189 | 59 |
| **Ohio** | **All mfg. & svcs.** | 42 |  | 23.7 | .0004 | 0 |
| **Orange** | **All mfg. & svcs.** | 245 | 10 | 268.5 | .0047 | 59 |
| **Owen** | **All mfg. & svcs.** | 126 | 2 | 89.5 | .0016 | 27 |
| **Parke** | **All mfg. & svcs.** | 175 | 2 | 128.0 | .0022 | 13 |
| **Perry** | **All mfg. & svcs.** | 214 | 7 | 299.5 | .0052 | 43 |
| **Pike** | **All mfg. & svcs.** | 165 | 1 | 229.0 | .0040 | 33 |
| **Porter** | **All mfg. & svcs.** | 1,323 | 17 | 2,142.2 | .0374 | 67 |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 602.6 | 2.1978 | 100 |
| **Posey** | **All mfg. & svcs.** | 290 | 5 | 826.7 | .0144 | 71 |
| **Pulaski** | **All mfg. & svcs.** | 204 | 5 | 565.7 | .0099 | 76 |
| **Putnam** | **All mfg. & svcs.** | 404 | 6 | 431.7 | .0075 | 43 |
| **Randolph** | **All mfg. & svcs.** | 421 | 9 | 452.8 | .0079 | 41 |
| **Ripley** | **All mfg. & svcs.** | 329 | 11 | 588.7 | .0103 | 69 |
| **Rush** | **All mfg. & svcs.** | 232 | 6 | 249.0 | .0044 | 40 |
| **St. Joseph** | **All mfg. & svcs.** | 3,686 | 84 | 5,179.4 | .0905 | 57 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 2 | 589.0 | .6355 | 100 |
| *4213* | *Nonlocal trucking* | *43* | *2* | *98.5* | *.1646* | *34* |
| *6411* | *Insurance agents, brokers, & service* | *208* | *1* | *202.5* | *.2319* | *79* |
| *8062* | *General medical & surgical hospitals* | *9* | *6* | *212.3* | *.1001* | *100* |
| *8661* | *Religious organizations* | *276* |  | *110.5* | *.2046* | *0* |
| **Scott** | **All mfg. & svcs.** | 216 | 5 | 268.7 | .0047 | 57 |
| **Shelby** | **All mfg. & svcs.** | 440 | 14 | 602.6 | .0105 | 57 |
| **Spencer** | **All mfg. & svcs.** | 170 | 5 | 237.9 | .0042 | 50 |
| **Starke** | **All mfg. & svcs.** | 255 | 5 | 167.4 | .0029 | 19 |
| **Steuben** | **All mfg. & svcs.** | 360 | 13 | 538.6 | .0094 | 55 |
| **Sullivan** | **All mfg. & svcs.** | 251 | 4 | 323.8 | .0057 | 34 |
| **Switzerland** | **All mfg. & svcs.** | 70 | 3 | 135.1 | .0024 | 61 |
| **Tippecanoe** | **All mfg. & svcs.** | 1,510 | 38 | 3,232.9 | .0565 | 64 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *126.0* | *.0594* | *100* |
| **Tipton** | **All mfg. & svcs.** | 221 | 4 | 240.8 | .0042 | 38 |
| **Union** | **All mfg. & svcs.** | 71 |  | 47.5 | .0008 | 0 |
| **Vanderburgh** | **All mfg. & svcs.** | 2,680 | 83 | 6,061.1 | .1059 | 74 |
| 2834 | Pharmaceutical preparations | 1 | 1 | 1,176.5 | 4.2569 | 100 |
| 3089 | Plastics products n.e.c. | 22 | 10 | 215.7 | .6621 | 93 |
| 3632 | Household refrigerators & freezers | 1 | 1 | 529.2 | 18.7773 | 100 |
| *8059* | *Nursing & personal care n.e.c.* | *22* | *4* | *30.3* | *.4610* | *88* |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *221.1* | *.1043* | *100* |
| *8661* | *Religious organizations* | *233* |  | *46.6* | *.0863* | *0* |
| **Vermillion** | **All mfg. & svcs.** | 171 | 5 | 452.4 | .0079 | 84 |
| **Vigo** | **All mfg. & svcs.** | 1,418 | 32 | 2,588.0 | .0452 | 66 |
| **Wabash** | **All mfg. & svcs.** | 539 | 21 | 899.2 | .0157 | 64 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **INDIANA** (cont.) | | | | | | |
| **Warren** | All mfg. & svcs. | 71 | | 65.8 | .0011 | 0 |
| **Warrick** | All mfg. & svcs. | 394 | 6 | 599.6 | .0105 | 59 |
| 3353 | Aluminum sheet, plate, & foil | 1 | 1 | 228.7 | 3.8617 | 100 |
| **Washington** | All mfg. & svcs. | 244 | 7 | 258.9 | .0045 | 54 |
| **Wayne** | All mfg. & svcs. | 1,091 | 40 | 1,895.3 | .0331 | 63 |
| **Wells** | All mfg. & svcs. | 300 | 10 | 450.9 | .0079 | 57 |
| **White** | All mfg. & svcs. | 378 | 10 | 500.7 | .0087 | 55 |
| **Whitley** | All mfg. & svcs. | 358 | 5 | 344.3 | .0060 | 29 |
| **STATE TOTAL** | All mfg. & svcs. | 73,797 | 1,784 | 137,128.7 | 2.3958 | 65 |

## IOWA

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Adair** | All mfg. & svcs. | 141 | 2 | 104.4 | .0018 | 20 |
| **Adams** | All mfg. & svcs. | 87 | 2 | 64.2 | .0011 | 8 |
| **Allamakee** | All mfg. & svcs. | 259 | 7 | 263.5 | .0046 | 45 |
| **Appanoose** | All mfg. & svcs. | 246 | 4 | 203.4 | .0036 | 36 |
| **Audubon** | All mfg. & svcs. | 126 | | 111.6 | .0019 | 0 |
| **Benton** | All mfg. & svcs. | 383 | 1 | 288.9 | .0050 | 9 |
| **Black Hawk** | All mfg. & svcs. | 1,853 | 26 | 2,687.7 | .0470 | 52 |
| 3523 | Farm machinery & equipment | 5 | 1 | 532.3 | 5.5994 | 98 |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *134.0* | *.0632* | *100* |
| **Boone** | All mfg. & svcs. | 353 | 5 | 282.3 | .0049 | 21 |
| **Bremer** | All mfg. & svcs. | 343 | 4 | 971.6 | .0170 | 73 |
| **Buchanan** | All mfg. & svcs. | 352 | 2 | 231.5 | .0040 | 13 |
| **Buena Vista** | All mfg. & svcs. | 416 | 4 | 529.2 | .0092 | 34 |
| **Butler** | All mfg. & svcs. | 262 | | 142.9 | .0025 | 0 |
| **Calhoun** | All mfg. & svcs. | 233 | 1 | 368.0 | .0064 | 2 |
| **Carroll** | All mfg. & svcs. | 454 | 6 | 379.4 | .0066 | 31 |
| **Cass** | All mfg. & svcs. | 282 | 6 | 299.3 | .0052 | 32 |
| **Cedar** | All mfg. & svcs. | 285 | 1 | 187.2 | .0033 | 4 |
| **Cerro Gordo** | All mfg. & svcs. | 980 | 19 | 1,197.5 | .0209 | 36 |
| **Cherokee** | All mfg. & svcs. | 296 | 6 | 615.5 | .0106 | 72 |
| **Chickasaw** | All mfg. & svcs. | 186 | 4 | 214.5 | .0037 | 49 |
| **Clarke** | All mfg. & svcs. | 164 | 2 | 155.9 | .0027 | 46 |
| **Clay** | All mfg. & svcs. | 387 | 4 | 333.6 | .0058 | 24 |
| **Clayton** | All mfg. & svcs. | 350 | 1 | 287.3 | .0050 | 6 |
| **Clinton** | All mfg. & svcs. | 845 | 20 | 1,658.2 | .0290 | 62 |
| **Crawford** | All mfg. & svcs. | 291 | 4 | 393.9 | .0069 | 43 |
| **Dallas** | All mfg. & svcs. | 426 | 4 | 756.2 | .0132 | 68 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *249.0* | *.1174* | *100* |
| **Davis** | All mfg. & svcs. | 127 | 1 | 81.5 | .0014 | 10 |
| **Decatur** | All mfg. & svcs. | 140 | 2 | 98.8 | .0017 | 22 |
| **Delaware** | All mfg. & svcs. | 252 | 4 | 217.3 | .0038 | 27 |
| **Des Moines** | All mfg. & svcs. | 758 | 17 | 1,281.5 | .0224 | 62 |
| **Dickinson** | All mfg. & svcs. | 332 | 5 | 275.0 | .0048 | 35 |
| **Dubuque** | All mfg. & svcs. | 1,367 | 27 | 2,804.7 | .0490 | 68 |
| 2011 | Meat-packing plants | 2 | 1 | 639.0 | 1.3069 | 96 |
| 3531 | Construction machinery | 1 | 1 | 635.9 | 4.2727 | 100 |
| **Emmet** | All mfg. & svcs. | 228 | 8 | 419.9 | .0073 | 68 |
| **Fayette** | All mfg. & svcs. | 403 | 3 | 284.3 | .0050 | 12 |
| **Floyd** | All mfg. & svcs. | 297 | 3 | 225.1 | .0039 | 37 |
| **Franklin** | All mfg. & svcs. | 167 | 3 | 155.7 | .0027 | 25 |
| **Fremont** | All mfg. & svcs. | 135 | 1 | 107.1 | .0019 | 7 |
| **Greene** | All mfg. & svcs. | 212 | 4 | 209.6 | .0037 | 28 |
| **Grundy** | All mfg. & svcs. | 214 | 3 | 189.4 | .0033 | 6 |
| **Guthrie** | All mfg. & svcs. | 225 | | 117.9 | .0021 | 0 |
| **Hamilton** | All mfg. & svcs. | 320 | 4 | 343.4 | .0060 | 37 |
| **Hancock** | All mfg. & svcs. | 221 | 4 | 275.8 | .0048 | 52 |
| **Hardin** | All mfg. & svcs. | 448 | 6 | 352.2 | .0062 | 25 |
| **Harrison** | All mfg. & svcs. | 247 | 1 | 130.1 | .0023 | 4 |
| **Henry** | All mfg. & svcs. | 353 | 10 | 376.0 | .0066 | 49 |
| **Howard** | All mfg. & svcs. | 134 | 1 | 112.1 | .0020 | 10 |
| **Humboldt** | All mfg. & svcs. | 190 | 3 | 237.6 | .0042 | 18 |
| **Ida** | All mfg. & svcs. | 169 | 2 | 158.1 | .0028 | 38 |
| **Iowa** | All mfg. & svcs. | 306 | 7 | 384.0 | .0067 | 52 |
| **Jackson** | All mfg. & svcs. | 353 | 2 | 325.3 | .0057 | 6 |
| **Jasper** | All mfg. & svcs. | 516 | 6 | 1,054.2 | .0184 | 72 |
| 3633 | Household laundry equipment | 1 | 1 | 648.2 | 24.5875 | 100 |
| **Jefferson** | All mfg. & svcs. | 321 | 8 | 830.0 | .0145 | 81 |
| **Johnson** | All mfg. & svcs. | 1,152 | 18 | 1,894.3 | .0331 | 67 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *475.0* | *.2240* | *100* |
| *8221* | *Colleges & universities* | *1* | *1* | *259.0* | *.5535* | *100* |
| **Jones** | All mfg. & svcs. | 269 | 4 | 425.9 | .0074 | 50 |
| **Keokuk** | All mfg. & svcs. | 189 | | 83.6 | .0015 | 0 |
| **Kossuth** | All mfg. & svcs. | 332 | 4 | 448.2 | .0078 | 35 |
| **Lee** | All mfg. & svcs. | 735 | 17 | 1,503.1 | .0263 | 68 |
| **Linn** | All mfg. & svcs. | 2,551 | 49 | 5,911.3 | .1033 | 62 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *143.0* | *.0674* | *100* |
| **Louisa** | All mfg. & svcs. | 158 | 1 | 203.9 | .0036 | 20 |
| **Lucas** | All mfg. & svcs. | 159 | 2 | 111.1 | .0019 | 7 |
| **Lyon** | All mfg. & svcs. | 148 | 1 | 140.1 | .0024 | 4 |
| **Madison** | All mfg. & svcs. | 158 | | 127.0 | .0022 | 0 |
| **Mahaska** | All mfg. & svcs. | 379 | 6 | 515.4 | .0090 | 53 |
| **Marion** | All mfg. & svcs. | 417 | 9 | 818.0 | .0143 | 71 |
| 2431 | Millwork | 1 | 1 | 207.0 | 2.1997 | 100 |
| **Marshall** | All mfg. & svcs. | 695 | 11 | 1,180.8 | .0206 | 60 |
| 3494 | Valves & pipe fittings n.e.c. | 1 | 1 | 376.5 | 8.3431 | 100 |
| **Mills** | All mfg. & svcs. | 169 | 1 | 204.4 | .0036 | 34 |
| **Mitchell** | All mfg. & svcs. | 206 | 3 | 162.2 | .0028 | 28 |
| **Monona** | All mfg. & svcs. | 200 | 1 | 119.6 | .0021 | 8 |
| **Monroe** | All mfg. & svcs. | 138 | 2 | 120.2 | .0021 | 36 |
| **Montgomery** | All mfg. & svcs. | 281 | 5 | 344.0 | .0060 | 39 |
| **Muscatine** | All mfg. & svcs. | 672 | 21 | 2,018.1 | .0353 | 79 |
| **O'Brien** | All mfg. & svcs. | 366 | 2 | 473.3 | .0083 | 10 |
| **Osceola** | All mfg. & svcs. | 129 | 1 | 148.7 | .0026 | 8 |
| **Page** | All mfg. & svcs. | 366 | 5 | 423.8 | .0074 | 48 |
| **Palo Alto** | All mfg. & svcs. | 237 | 2 | 218.2 | .0038 | 6 |
| **Plymouth** | All mfg. & svcs. | 379 | 4 | 282.0 | .0049 | 9 |
| **Pocahontas** | All mfg. & svcs. | 235 | 1 | 161.7 | .0028 | 7 |
| **Polk** | All mfg. & svcs. | 5,520 | 123 | 12,584.0 | .2199 | 65 |
| 2721 | Periodicals | 13 | 3 | 212.5 | 1.2329 | 93 |
| 3011 | Tires & inner tubes | 2 | 2 | 386.1 | 4.8887 | 100 |
| 3523 | Farm machinery & equipment | 4 | 3 | 342.2 | 3.5997 | 99 |
| *4213* | *Nonlocal trucking* | *74* | *5* | *376.5* | *.6293* | *71* |
| *6311* | *Life insurance* | *21* | *10* | *2,621.0* | *2.2023* | *96* |
| *6331* | *Fire, marine, & casualty insurance* | *22* | *6* | *664.0* | *.7902* | *91* |
| *7011* | *Hotels & motels* | *65* | *6* | *77.3* | *.1672* | *45* |
| *8011* | *Offices & clinics of medical doctors* | *255* | | *141.5* | *.2101* | *0* |
| *8062* | *General medical & surgical hospitals* | *8* | *6* | *426.9* | *.2013* | *100* |
| *8211* | *Elementary & secondary schools* | *132* | | *77.4* | *.1241* | *0* |
| *8661* | *Religious organizations* | *340* | | *102.0* | *.1888* | *0* |
| **Pottawattamie** | All mfg. & svcs. | 1,117 | 17 | 1,294.9 | .0226 | 49 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *209.0* | *.0986* | *100* |
| **Poweshiek** | All mfg. & svcs. | 370 | 7 | 679.6 | .0119 | 61 |
| **Ringgold** | All mfg. & svcs. | 95 | | 56.3 | .0010 | 0 |
| **Sac** | All mfg. & svcs. | 265 | 2 | 201.9 | .0035 | 13 |
| **Scott** | All mfg. & svcs. | 2,436 | 46 | 3,924.1 | .0686 | 63 |
| 3353 | Aluminum sheet, plate, & foil | 2 | 2 | 265.9 | 4.4898 | 100 |
| 3531 | Construction machinery | 3 | 2 | 447.2 | 3.0048 | 99 |
| **Shelby** | All mfg. & svcs. | 259 | 3 | 234.5 | .0041 | 17 |
| **Sioux** | All mfg. & svcs. | 524 | 11 | 591.3 | .0103 | 20 |
| **Story** | All mfg. & svcs. | 1,102 | 10 | 1,168.0 | .0204 | 46 |
| *8221* | *Colleges & universities* | *1* | *1* | *269.0* | *.5749* | *100* |
| **Tama** | All mfg. & svcs. | 309 | 2 | 317.5 | .0055 | 46 |
| **Taylor** | All mfg. & svcs. | 138 | 1 | 79.7 | .0014 | 5 |
| **Union** | All mfg. & svcs. | 248 | 4 | 253.6 | .0044 | 35 |
| **Van Buren** | All mfg. & svcs. | 128 | 1 | 94.7 | .0017 | 14 |
| **Wapello** | All mfg. & svcs. | 606 | 7 | 691.9 | .0121 | 44 |
| **Warren** | All mfg. & svcs. | 339 | 3 | 209.9 | .0037 | 20 |
| **Washington** | All mfg. & svcs. | 381 | 7 | 380.6 | .0066 | 40 |
| **Wayne** | All mfg. & svcs. | 131 | 1 | 104.7 | .0018 | 4 |
| **Webster** | All mfg. & svcs. | 859 | 17 | 1,058.0 | .0185 | 37 |
| **Winnebago** | All mfg. & svcs. | 261 | 5 | 634.3 | .0111 | 76 |
| **Winneshiek** | All mfg. & svcs. | 275 | 5 | 271.6 | .0047 | 23 |
| **Woodbury** | All mfg. & svcs. | 1,704 | 35 | 2,427.7 | .0424 | 42 |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *154.0* | *.0726* | *99* |
| **Worth** | All mfg. & svcs. | 124 | 1 | 119.8 | .0021 | 50 |
| **Wright** | All mfg. & svcs. | 333 | 4 | 923.8 | .0161 | 70 |
| **STATE TOTAL** | All mfg. & svcs. | 46,679 | 752 | 70,115.6 | 1.2250 | 53 |

## KANSAS

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Allen** | All mfg. & svcs. | 284 | 7 | 348.2 | .0061 | 48 |
| **Anderson** | All mfg. & svcs. | 151 | 2 | 137.2 | .0024 | 8 |
| **Atchison** | All mfg. & svcs. | 294 | 7 | 508.5 | .0089 | 58 |
| **Barber** | All mfg. & svcs. | 154 | 1 | 201.9 | .0035 | 23 |
| **Barton** | All mfg. & svcs. | 724 | 7 | 718.7 | .0126 | 28 |
| **Bourbon** | All mfg. & svcs. | 301 | 7 | 323.9 | .0057 | 52 |
| **Brown** | All mfg. & svcs. | 243 | 4 | 205.0 | .0036 | 18 |
| **Butler** | All mfg. & svcs. | 683 | 7 | 825.5 | .0144 | 58 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Chase** | All mfg. & svcs. | 56 | | 25.6 | .0004 | 0 |
| **Chautauqua** | All mfg. & svcs. | 96 | | 94.6 | .0017 | 0 |
| **Cherokee** | All mfg. & svcs. | 349 | 4 | 242.2 | .0042 | 20 |
| **Cheyenne** | All mfg. & svcs. | 88 | | 53.3 | .0009 | 0 |
| **Clark** | All mfg. & svcs. | 82 | | 119.5 | .0021 | 0 |
| **Clay** | All mfg. & svcs. | 175 | 2 | 188.8 | .0033 | 33 |
| **Cloud** | All mfg. & svcs. | 234 | 3 | 299.1 | .0052 | 10 |
| **Coffey** | All mfg. & svcs. | 141 | | 71.3 | .0012 | 0 |
| **Comanche** | All mfg. & svcs. | 62 | | 19.5 | .0003 | 0 |
| **Cowley** | All mfg. & svcs. | 595 | 13 | 1,380.9 | .0241 | 74 |
| **Crawford** | All mfg. & svcs. | 692 | 12 | 595.1 | .0104 | 29 |
| **Decatur** | All mfg. & svcs. | 109 | 1 | 97.1 | .0017 | 6 |
| **Dickinson** | All mfg. & svcs. | 391 | 2 | 349.6 | .0061 | 9 |
| **Doniphan** | All mfg. & svcs. | 142 | 3 | 220.2 | .0038 | 37 |
| **Douglas** | All mfg. & svcs. | 1,166 | 18 | 1,721.3 | .0301 | 60 |
| *8221* | *Colleges & universities* | *4* | *3* | *402.9* | *.8610* | *100* |
| **Edwards** | All mfg. & svcs. | 73 | | 51.5 | .0009 | 0 |
| **Elk** | All mfg. & svcs. | 58 | | 40.3 | .0007 | 0 |
| **Ellis** | All mfg. & svcs. | 560 | 5 | 564.2 | .0099 | 26 |
| **Ellsworth** | All mfg. & svcs. | 151 | 1 | 126.5 | .0022 | 14 |
| **Finney** | All mfg. & svcs. | 604 | 3 | 690.3 | .0121 | 9 |
| **Ford** | All mfg. & svcs. | 567 | 4 | 2,149.1 | .0375 | 78 |
| 2013 | Sausages & other prepared meats | 3 | 1 | 1,661.9 | 9.9567 | 98 |
| **Franklin** | All mfg. & svcs. | 337 | 5 | 562.0 | .0098 | 8 |
| **Geary** | All mfg. & svcs. | 468 | 6 | 388.5 | .0068 | 39 |
| **Gove** | All mfg. & svcs. | 85 | | 56.7 | .0010 | 0 |
| **Graham** | All mfg. & svcs. | 98 | | 63.7 | .0011 | 0 |
| **Grant** | All mfg. & svcs. | 145 | 1 | 155.9 | .0027 | 2 |
| **Gray** | All mfg. & svcs. | 115 | | 76.8 | .0013 | 0 |
| **Greeley** | All mfg. & svcs. | 51 | | 38.8 | .0007 | 0 |
| **Greenwood** | All mfg. & svcs. | 178 | 1 | 117.2 | .0020 | 5 |
| **Hamilton** | All mfg. & svcs. | 65 | | 35.6 | .0006 | 0 |
| **Harper** | All mfg. & svcs. | 179 | | 135.8 | .0024 | 0 |
| **Harvey** | All mfg. & svcs. | 568 | 15 | 588.9 | .0103 | 39 |
| **Haskell** | All mfg. & svcs. | 73 | | 51.3 | .0009 | 0 |
| **Hodgeman** | All mfg. & svcs. | 42 | | 19.0 | .0003 | 0 |
| **Jackson** | All mfg. & svcs. | 161 | | 112.8 | .0020 | 0 |
| **Jefferson** | All mfg. & svcs. | 173 | 1 | 82.4 | .0014 | 10 |
| **Jewell** | All mfg. & svcs. | 92 | 1 | 112.7 | .0020 | 37 |
| **Johnson** | All mfg. & svcs. | 5,280 | 102 | 7,747.1 | .1354 | 58 |
| *4213* | *Nonlocal trucking* | *19* | *4* | *1,423.3* | *2.3790* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *434* | *2* | *304.6* | *.3488* | *32* |
| *8062* | *General medical & surgical hospitals* | *5* | *3* | *154.4* | *.0728* | *99* |
| *8211* | *Elementary & secondary schools* | *124* | | *76.0* | *.1219* | *0* |
| **Kearny** | All mfg. & svcs. | 62 | | 26.5 | .0005 | 0 |
| **Kingman** | All mfg. & svcs. | 146 | | 106.3 | .0019 | 0 |
| **Kiowa** | All mfg. & svcs. | 87 | | 103.4 | .0018 | 0 |
| **Labette** | All mfg. & svcs. | 435 | 10 | 668.8 | .0117 | 51 |
| **Lane** | All mfg. & svcs. | 76 | | 53.9 | .0009 | 0 |
| **Leavenworth** | All mfg. & svcs. | 640 | 6 | 539.9 | .0094 | 40 |
| **Lincoln** | All mfg. & svcs. | 70 | | 49.3 | .0009 | 0 |
| **Linn** | All mfg. & svcs. | 151 | 3 | 334.4 | .0058 | 70 |
| **Logan** | All mfg. & svcs. | 108 | | 69.4 | .0012 | 0 |
| **Lyon** | All mfg. & svcs. | 601 | 7 | 2,017.4 | .0352 | 69 |
| 2011 | Meat-packing plants | 2 | 1 | 1,231.7 | 2.5192 | 100 |
| **McPherson** | All mfg. & svcs. | 552 | 13 | 3,115.9 | .0544 | 84 |
| 2911 | Petroleum refining | 6 | 5 | 2,285.9 | 2.4304 | 99 |
| **Marion** | All mfg. & svcs. | 245 | 1 | 196.2 | .0034 | 4 |
| **Marshall** | All mfg. & svcs. | 273 | 3 | 296.4 | .0052 | 14 |
| **Meade** | All mfg. & svcs. | 98 | | 71.7 | .0013 | 0 |
| **Miami** | All mfg. & svcs. | 322 | 4 | 296.7 | .0052 | 24 |
| **Mitchell** | All mfg. & svcs. | 178 | 4 | 353.2 | .0062 | 67 |
| **Montgomery** | All mfg. & svcs. | 783 | 22 | 1,399.5 | .0245 | 68 |
| **Morris** | All mfg. & svcs. | 128 | | 108.4 | .0019 | 0 |
| **Morton** | All mfg. & svcs. | 102 | 1 | 139.7 | .0024 | 4 |
| **Nemaha** | All mfg. & svcs. | 226 | | 238.6 | .0042 | 0 |
| **Neosho** | All mfg. & svcs. | 376 | 10 | 347.5 | .0061 | 35 |
| **Ness** | All mfg. & svcs. | 109 | | 53.2 | .0009 | 0 |
| **Norton** | All mfg. & svcs. | 149 | 2 | 152.4 | .0027 | 10 |
| **Osage** | All mfg. & svcs. | 195 | 1 | 153.0 | .0027 | 14 |
| **Osborne** | All mfg. & svcs. | 129 | | 84.8 | .0015 | 0 |
| **Ottawa** | All mfg. & svcs. | 112 | 2 | 85.2 | .0015 | 43 |
| **Pawnee** | All mfg. & svcs. | 150 | 1 | 142.2 | .0025 | 29 |
| **Phillips** | All mfg. & svcs. | 153 | 2 | 191.9 | .0034 | 31 |
| **Pottawatomie** | All mfg. & svcs. | 241 | 2 | 239.6 | .0042 | 44 |
| **Pratt** | All mfg. & svcs. | 230 | 2 | 212.4 | .0037 | 7 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Rawlins** | All mfg. & svcs. | 70 | | 48.8 | .0009 | 0 |
| **Reno** | All mfg. & svcs. | 1,156 | 23 | 2,062.9 | .0360 | 52 |
| **Republic** | All mfg. & svcs. | 132 | | 93.9 | .0016 | 0 |
| **Rice** | All mfg. & svcs. | 214 | 1 | 377.5 | .0066 | 37 |
| **Riley** | All mfg. & svcs. | 762 | 14 | 693.2 | .0121 | 46 |
| *8221* | *Colleges & universities* | *3* | *1* | *153.9* | *.3289* | *99* |
| **Rooks** | All mfg. & svcs. | 157 | | 85.8 | .0015 | 0 |
| **Rush** | All mfg. & svcs. | 109 | | 92.4 | .0016 | 0 |
| **Russell** | All mfg. & svcs. | 248 | 1 | 196.5 | .0034 | 6 |
| **Saline** | All mfg. & svcs. | 941 | 17 | 1,124.5 | .0196 | 46 |
| **Scott** | All mfg. & svcs. | 128 | | 66.7 | .0012 | 0 |
| **Sedgwick** | All mfg. & svcs. | 7,249 | 110 | 17,876.4 | .3123 | 73 |
| 3089 | Plastics products n.e.c. | 26 | 4 | 389.8 | 1.1966 | 93 |
| 3648 | Lighting equipment n.e.c. | 1 | 1 | 188.8 | 8.9153 | 100 |
| 3721 | Aircraft | 5 | 4 | 4,901.0 | 12.3887 | 100 |
| *4213* | *Nonlocal trucking* | *42* | *1* | *680.0* | *1.1366* | *90* |
| *4911* | *Electric services* | *7* | *4* | *416.1* | *.2858* | *93* |
| *6141* | *Personal credit institutions* | *54* | *2* | *709.6* | *1.7048* | *94* |
| *7011* | *Hotels & motels* | *89* | *4* | *63.9* | *.1382* | *20* |
| *8011* | *Offices & clinics of medical doctors* | *358* | | *197.9* | *.2938* | *0* |
| *8062* | *General medical & surgical hospitals* | *8* | *6* | *496.0* | *.2339* | *100* |
| *8211* | *Elementary & secondary schools* | *172* | | *96.4* | *.1546* | *0* |
| *8221* | *Colleges & universities* | *3* | *3* | *101.0* | *.2158* | *100* |
| *8322* | *Individual & family social services* | *111* | | *56.5* | *.4249* | *0* |
| *8661* | *Religious organizations* | *356* | | *106.8* | *.1977* | *0* |
| **Seward** | All mfg. & svcs. | 418 | 8 | 1,218.8 | .0213 | 73 |
| **Shawnee** | All mfg. & svcs. | 2,854 | 43 | 4,702.7 | .0822 | 63 |
| 3011 | Tires & inner tubes | 1 | 1 | 352.9 | 4.4683 | 100 |
| *7011* | *Hotels & motels* | *33* | *4* | *131.4* | *.2842* | *93* |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *363.0* | *.1712* | *100* |
| **Sheridan** | All mfg. & svcs. | 72 | 1 | 51.2 | .0009 | 12 |
| **Sherman** | All mfg. & svcs. | 185 | 1 | 137.9 | .0024 | 4 |
| **Smith** | All mfg. & svcs. | 110 | 1 | 64.9 | .0011 | 18 |
| **Stafford** | All mfg. & svcs. | 124 | | 109.8 | .0019 | 0 |
| **Stanton** | All mfg. & svcs. | 51 | | 24.3 | .0004 | 0 |
| **Stevens** | All mfg. & svcs. | 37 | | 77.2 | .0013 | 0 |
| **Sumner** | All mfg. & svcs. | 509 | 3 | 365.7 | .0064 | 9 |
| **Thomas** | All mfg. & svcs. | 216 | 2 | 166.8 | .0029 | 5 |
| **Trego** | All mfg. & svcs. | 87 | | 40.5 | .0007 | 0 |
| **Wabaunsee** | All mfg. & svcs. | 95 | | 47.3 | .0008 | 0 |
| **Wallace** | All mfg. & svcs. | 46 | | 42.8 | .0007 | 0 |
| **Washington** | All mfg. & svcs. | 158 | | 157.1 | .0027 | 0 |
| **Wichita** | All mfg. & svcs. | 68 | | 52.0 | .0009 | 0 |
| **Wilson** | All mfg. & svcs. | 206 | 3 | 217.0 | .0038 | 31 |
| **Woodson** | All mfg. & svcs. | 61 | | 49.1 | .0009 | 0 |
| **Wyandotte** | All mfg. & svcs. | 2,525 | 53 | 6,382.4 | .1115 | 69 |
| 3711 | Motor vehicles & passenger-car bodies | 1 | 1 | 1,733.0 | 1.8699 | 100 |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *431.0* | *.2033* | *100* |
| **STATE TOTAL** | All mfg. & svcs. | 43,450 | 622 | 71,187.8 | 1.2437 | 57 |

## KENTUCKY

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adair** | All mfg. & svcs. | 145 | 4 | 142.7 | .0025 | 50 |
| **Allen** | All mfg. & svcs. | 104 | 4 | 150.8 | .0026 | 55 |
| **Anderson** | All mfg. & svcs. | 147 | 4 | 223.4 | .0039 | 41 |
| **Ballard** | All mfg. & svcs. | 155 | 2 | 168.8 | .0029 | 56 |
| **Barren** | All mfg. & svcs. | 424 | 12 | 535.5 | .0094 | 53 |
| **Bath** | All mfg. & svcs. | 70 | | 41.0 | .0007 | 0 |
| **Bell** | All mfg. & svcs. | 325 | 3 | 322.5 | .0056 | 17 |
| **Boone** | All mfg. & svcs. | 674 | 15 | 861.3 | .0150 | 50 |
| **Bourbon** | All mfg. & svcs. | 243 | 3 | 192.8 | .0034 | 21 |
| **Boyd** | All mfg. & svcs. | 776 | 16 | 2,283.5 | .0399 | 76 |
| 3312 | Blast furnaces & steel mills | 1 | 1 | 387.1 | 1.4118 | 100 |
| **Boyle** | All mfg. & svcs. | 417 | 10 | 685.3 | .0120 | 63 |
| **Bracken** | All mfg. & svcs. | 73 | 1 | 37.6 | .0007 | 11 |
| **Breathitt** | All mfg. & svcs. | 134 | | 79.6 | .0014 | 0 |
| **Breckinridge** | All mfg. & svcs. | 163 | 1 | 108.5 | .0019 | 6 |
| **Bullitt** | All mfg. & svcs. | 281 | 3 | 444.5 | .0078 | 66 |
| **Butler** | All mfg. & svcs. | 73 | 3 | 63.7 | .0011 | 26 |
| **Caldwell** | All mfg. & svcs. | 186 | 4 | 148.2 | .0026 | 44 |
| **Calloway** | All mfg. & svcs. | 410 | 7 | 541.3 | .0095 | 60 |
| **Campbell** | All mfg. & svcs. | 893 | 11 | 664.6 | .0116 | 26 |
| **Carlisle** | All mfg. & svcs. | 66 | 2 | 55.1 | .0010 | 38 |
| **Carroll** | All mfg. & svcs. | 129 | 10 | 759.4 | .0133 | 88 |
| **Carter** | All mfg. & svcs. | 214 | 4 | 171.8 | .0030 | 22 |
| **Casey** | All mfg. & svcs. | 123 | | 98.9 | .0017 | 0 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **KENTUCKY** (cont.) | | | | | | |
| **Christian** | All mfg. & svcs. | 755 | 17 | 901.5 | .0158 | 54 |
| **Clark** | All mfg. & svcs. | 398 | 10 | 928.5 | .0162 | 72 |
| **Clay** | All mfg. & svcs. | 129 | | 54.4 | .0010 | 0 |
| **Clinton** | All mfg. & svcs. | 106 | 3 | 98.0 | .0017 | 46 |
| **Crittenden** | All mfg. & svcs. | 93 | 1 | 276.2 | .0048 | 74 |
| **Cumberland** | All mfg. & svcs. | 70 | 4 | 80.4 | .0014 | 58 |
| **Daviess** | All mfg. & svcs. | 1,250 | 31 | 2,116.0 | .0370 | 62 |
| *4924* | *Natural-gas distribution* | *2* | *1* | *13.2* | *.0729* | *58* |
| **Edmonson** | All mfg. & svcs. | 47 | 1 | 35.0 | .0006 | 28 |
| **Elliott** | All mfg. & svcs. | 38 | | 20.2 | .0004 | 0 |
| **Estill** | All mfg. & svcs. | 127 | 1 | 62.3 | .0011 | 23 |
| **Fayette** | All mfg. & svcs. | 3,626 | 58 | 5,529.6 | .0966 | 62 |
| 3579 | Office machines n.e.c. | 2 | 2 | 1,176.1 | 20.3045 | 100 |
| *7011* | *Hotels & motels* | *40* | *7* | *76.8* | *.1661* | *63* |
| *8062* | *General medical & surgical hospitals* | *14* | *9* | *426.0* | *.2009* | *99* |
| *8222* | *Junior colleges & technical institutes* | *3* | *2* | *138.6* | *1.6677* | *100* |
| *8711* | *Engineering services* | *73* | *2* | *85.1* | *.2735* | *39* |
| **Fleming** | All mfg. & svcs. | 120 | 3 | 152.5 | .0027 | 72 |
| **Floyd** | All mfg. & svcs. | 390 | 5 | 333.8 | .0058 | 16 |
| **Franklin** | All mfg. & svcs. | 717 | 14 | 883.0 | .0154 | 64 |
| **Fulton** | All mfg. & svcs. | 168 | 7 | 212.0 | .0037 | 55 |
| **Gallatin** | All mfg. & svcs. | 35 | | 9.3 | .0002 | 0 |
| **Garrard** | All mfg. & svcs. | 89 | 2 | 54.7 | .0010 | 35 |
| **Grant** | All mfg. & svcs. | 144 | 1 | 88.3 | .0015 | 12 |
| **Graves** | All mfg. & svcs. | 346 | 6 | 450.2 | .0079 | 43 |
| **Grayson** | All mfg. & svcs. | 214 | 6 | 244.1 | .0043 | 52 |
| **Green** | All mfg. & svcs. | 99 | 4 | 86.7 | .0015 | 42 |
| **Greenup** | All mfg. & svcs. | 293 | 5 | 271.0 | .0047 | 58 |
| *4612* | *Crude-petroleum pipelines* | *1* | *1* | *73.7* | *2.5900* | *100* |
| **Hancock** | All mfg. & svcs. | 75 | 6 | 601.1 | .0105 | 90 |
| **Hardin** | All mfg. & svcs. | 1,001 | 12 | 890.8 | .0156 | 37 |
| *8062* | *General medical & surgical hospitals* | *3* | *2* | *124.0* | *.0585* | *99* |
| **Harlan** | All mfg. & svcs. | 316 | 2 | 166.6 | .0029 | 19 |
| **Harrison** | All mfg. & svcs. | 175 | 8 | 249.3 | .0044 | 66 |
| **Hart** | All mfg. & svcs. | 139 | 2 | 118.4 | .0021 | 24 |
| **Henderson** | All mfg. & svcs. | 608 | 14 | 1,219.8 | .0213 | 67 |
| **Henry** | All mfg. & svcs. | 130 | 1 | 108.4 | .0019 | [illegible] |
| **Hickman** | All mfg. & svcs. | 52 | 1 | 50.0 | .0009 | 24 |
| **Hopkins** | All mfg. & svcs. | 638 | 10 | 1,090.1 | .0190 | 50 |
| **Jackson** | All mfg. & svcs. | 94 | 2 | 80.6 | .0014 | 50 |
| **Jefferson** | All mfg. & svcs. | 9,756 | 204 | 27,029.3 | .4722 | 75 |
| 2011 | Meat-packing plants | 5 | 2 | 657.4 | 1.3446 | 98 |
| 2085 | Distilled & blended liquors | 4 | 2 | 664.1 | 6.8065 | 94 |
| 2111 | Cigarettes | 5 | 4 | 2,827.2 | 13.8210 | 100 |
| 3585 | Refrigeration & heating equipment | 6 | 2 | 2,518.0 | 11.9351 | 100 |
| 3631 | Household cooking equipment | 1 | 1 | 399.5 | 11.3753 | 100 |
| 3639 | Household appliances n.e.c. | 2 | 2 | 1,001.5 | 42.8101 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 1 | 1,152.0 | 1.2430 | 100 |
| 3713 | Truck & bus bodies | 1 | 1 | 854.6 | 8.5540 | 100 |
| *4011* | *Line-haul-operating railroads* | *8* | *3* | *1,507.6* | *6.1793* | *99* |
| *4213* | *Nonlocal trucking* | *99* | *3* | *189.7* | *.3171* | *16* |
| *4931* | *Electric & other services combined* | *2* | *1* | *544.1* | *1.8554* | *98* |
| *6311* | *Life insurance* | *7* | *2* | *622.6* | *.5231* | *97* |
| *6411* | *Insurance agents, brokers, & service* | *543* | | *274.4* | *.3142* | *0* |
| *6719* | *Holding companies n.e.c.* | *4* | *2* | *1,182.8* | *7.7760* | *99* |
| *7011* | *Hotels & motels* | *64* | *6* | *97.6* | *.2111* | *50* |
| *8011* | *Offices & clinics of medical doctors* | *675* | | *266.1* | *.3950* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *60* | *4* | *35.0* | *.5325* | *91* |
| *8062* | *General medical & surgical hospitals* | *23* | *16* | *943.2* | *.4449* | *99* |
| *8111* | *Legal services* | *480* | *3* | *161.6* | *.2650* | *19* |
| *8211* | *Elementary & secondary schools* | *247* | | *141.7* | *.2272* | *0* |
| *8322* | *Individual & family social services* | *208* | | *90.4* | *.6799* | *0* |
| *8351* | *Child day-care services* | *230* | | *46.0* | *.6176* | *0* |
| *8661* | *Religious organizations* | *570* | | *170.6* | *.3159* | *0* |
| **Jessamine** | All mfg. & svcs. | 255 | 5 | 626.9 | .0110 | 76 |
| **Johnson** | All mfg. & svcs. | 230 | 2 | 180.3 | .0032 | 17 |
| **Kenton** | All mfg. & svcs. | 1,673 | 25 | 1,638.2 | .0286 | 46 |
| 3559 | Special-industry machinery n.e.c. | 4 | 1 | 11.2 | .1507 | 9 |
| *8062* | *General medical & surgical hospitals* | *1* | *1* | *173.0* | *.0816* | *100* |
| **Knott** | All mfg. & svcs. | 97 | | 52.7 | .0009 | 0 |
| **Knox** | All mfg. & svcs. | 164 | 3 | 166.5 | .0029 | 40 |
| **Larue** | All mfg. & svcs. | 117 | 1 | 70.4 | .0012 | 20 |
| **Laurel** | All mfg. & svcs. | 392 | 7 | 385.0 | .0067 | 37 |
| **Lawrence** | All mfg. & svcs. | 80 | 2 | 106.4 | .0019 | 64 |
| **Lee** | All mfg. & svcs. | 71 | | 42.1 | .0007 | 0 |
| **Leslie** | All mfg. & svcs. | 81 | 1 | 64.5 | .0011 | 20 |
| **Letcher** | All mfg. & svcs. | 182 | 3 | 115.1 | .0020 | 20 |
| **Lewis** | All mfg. & svcs. | 89 | 2 | 184.5 | .0032 | 74 |
| **Lincoln** | All mfg. & svcs. | 138 | 2 | 78.4 | .0014 | 19 |
| **Livingston** | All mfg. & svcs. | 110 | | 79.2 | .0014 | 0 |
| **Logan** | All mfg. & svcs. | 282 | 11 | 513.2 | .0090 | 67 |
| **Lyon** | All mfg. & svcs. | 74 | 1 | 35.9 | .0006 | 47 |
| **McCracken** | All mfg. & svcs. | 1,020 | 15 | 1,485.8 | .0260 | 62 |
| 2819 | Industrial inorganic chemicals n.e.c. | 2 | 2 | 354.7 | 2.0437 | 100 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *133.0* | *.0627* | *100* |
| **McCreary** | All mfg. & svcs. | 97 | 1 | 57.5 | .0010 | 16 |
| **McLean** | All mfg. & svcs. | 95 | 1 | 74.0 | .0013 | 28 |
| **Madison** | All mfg. & svcs. | 619 | 17 | 601.2 | .0105 | 48 |
| **Magoffin** | All mfg. & svcs. | 99 | 1 | 56.2 | .0010 | 25 |
| **Marion** | All mfg. & svcs. | 158 | 3 | 291.5 | .0051 | 11 |
| **Marshall** | All mfg. & svcs. | 301 | 9 | 984.5 | .0172 | 78 |
| **Martin** | All mfg. & svcs. | 85 | | 36.7 | .0006 | 0 |
| **Mason** | All mfg. & svcs. | 246 | 10 | 513.2 | .0090 | 63 |
| **Meade** | All mfg. & svcs. | 214 | 1 | 158.8 | .0028 | 30 |
| **Menifee** | All mfg. & svcs. | 37 | | 18.5 | .0003 | 0 |
| **Mercer** | All mfg. & svcs. | 226 | 7 | 281.2 | .0049 | 63 |
| **Metcalfe** | All mfg. & svcs. | 63 | 1 | 37.1 | .0006 | 22 |
| **Monroe** | All mfg. & svcs. | 44 | 5 | 96.3 | .0017 | 37 |
| **Montgomery** | All mfg. & svcs. | 243 | 6 | 322.5 | .0056 | 61 |
| **Morgan** | All mfg. & svcs. | 64 | | 74.8 | .0013 | 0 |
| **Muhlenberg** | All mfg. & svcs. | 259 | 2 | 550.6 | .0096 | 69 |
| **Nelson** | All mfg. & svcs. | 315 | 7 | 537.4 | .0094 | 63 |
| **Nicholas** | All mfg. & svcs. | 63 | 1 | 39.3 | .0007 | 18 |
| **Ohio** | All mfg. & svcs. | 193 | 6 | 172.0 | .0030 | 31 |
| **Oldham** | All mfg. & svcs. | 270 | 4 | 237.8 | .0042 | 26 |
| **Owen** | All mfg. & svcs. | 81 | 2 | 179.1 | .0031 | 66 |
| **Owsley** | All mfg. & svcs. | 34 | | 6.7 | .0001 | 0 |
| **Pendleton** | All mfg. & svcs. | 105 | 1 | 73.7 | .0013 | 23 |
| **Perry** | All mfg. & svcs. | 304 | 3 | 244.2 | .0043 | 34 |
| **Pike** | All mfg. & svcs. | 446 | 6 | 410.7 | .0072 | 34 |
| **Powell** | All mfg. & svcs. | 111 | | 87.3 | .0015 | 0 |
| **Pulaski** | All mfg. & svcs. | 639 | 11 | 819.6 | .0143 | 61 |
| **Robertson** | All mfg. & svcs. | 22 | | 16.2 | .0003 | 0 |
| **Rockcastle** | All mfg. & svcs. | 100 | 2 | 62.3 | .0011 | 34 |
| **Rowan** | All mfg. & svcs. | 228 | 5 | 262.0 | .0046 | 39 |
| **Russell** | All mfg. & svcs. | 92 | 3 | 112.8 | .0020 | 32 |
| **Scott** | All mfg. & svcs. | 235 | 8 | 311.1 | .0054 | 57 |
| **Shelby** | All mfg. & svcs. | 306 | 8 | 408.5 | .0071 | 44 |
| **Simpson** | All mfg. & svcs. | 193 | 9 | 729.1 | .0127 | 76 |
| **Spencer** | All mfg. & svcs. | 61 | | 27.9 | .0005 | 0 |
| **Taylor** | All mfg. & svcs. | 292 | 4 | 261.1 | .0046 | 46 |
| 2254 | Knit-underwear mills | 1 | 1 | 73.2 | 7.3813 | 100 |
| **Todd** | All mfg. & svcs. | 118 | 5 | 129.8 | .0023 | 32 |
| **Trigg** | All mfg. & svcs. | 132 | 3 | 177.4 | .0031 | 49 |
| **Trimble** | All mfg. & svcs. | 47 | | 13.0 | .0002 | 0 |
| **Union** | All mfg. & svcs. | 181 | 3 | 196.4 | .0034 | 25 |
| **Warren** | All mfg. & svcs. | 1,114 | 21 | 1,977.3 | .0345 | 69 |
| 3592 | Carburetors, pistons, rings, & valves | 2 | 2 | 138.4 | 5.2656 | 100 |
| *8221* | *Colleges & universities* | *1* | *1* | *152.0* | *.3248* | *100* |
| **Washington** | All mfg. & svcs. | 118 | 3 | 151.7 | .0027 | 49 |
| **Wayne** | All mfg. & svcs. | 158 | 5 | 152.5 | .0027 | 40 |
| **Webster** | All mfg. & svcs. | 181 | 3 | 138.3 | .0024 | 25 |
| **Whitley** | All mfg. & svcs. | 452 | 8 | 627.7 | .0110 | 69 |
| **Wolfe** | All mfg. & svcs. | 54 | 1 | 62.0 | .0011 | 45 |
| **Woodford** | All mfg. & svcs. | 219 | 7 | 301.0 | .0053 | 60 |
| **STATE TOTAL** | All mfg. & svcs. | 43,232 | 843 | 72,178.5 | 1.2610 | 63 |
| **LOUISIANA** | | | | | | |
| **Acadia** | All mfg. & svcs. | 647 | 7 | 620.8 | .0108 | 10 |
| **Allen** | All mfg. & svcs. | 253 | 5 | 274.0 | .0048 | 52 |
| **Ascension** | All mfg. & svcs. | 755 | 14 | 1,536.4 | .0268 | 72 |
| **Assumption** | All mfg. & svcs. | 152 | 2 | 155.9 | .0027 | 24 |
| **Avoyelles** | All mfg. & svcs. | 434 | 8 | 372.0 | .0065 | 39 |
| **Beauregard** | All mfg. & svcs. | 391 | 8 | 680.7 | .0119 | 64 |
| **Bienville** | All mfg. & svcs. | 157 | 4 | 196.0 | .0034 | 45 |
| **Bossier** | All mfg. & svcs. | 980 | 11 | 826.7 | .0144 | 17 |
| **Caddo** | All mfg. & svcs. | 4,557 | 62 | 6,878.9 | .1202 | 60 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 958.8 | 4.2607 | 100 |
| *8062* | *General medical & surgical hospitals* | *9* | *7* | *326.0* | *.1538* | *98* |
| *8661* | *Religious organizations* | *383* | | *153.2* | *.2836* | *0* |
| **Calcasieu** | All mfg. & svcs. | 2,498 | 22 | 8,323.0 | .1454 | 79 |
| *8661* | *Religious organizations* | *206* | | *62.0* | *.1148* | *0* |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % in Large Estab. |
|---|---|---|---|---|---|---|
| **Caldwell** | All mfg. & svcs. | 112 | | 144.5 | .0025 | 0 |
| **Cameron** | All mfg. & svcs. | 150 | 2 | 243.2 | .0042 | 14 |
| **Catahoula** | All mfg. & svcs. | 123 | 1 | 74.2 | .0013 | 13 |
| **Claiborne** | All mfg. & svcs. | 197 | 2 | 233.1 | .0041 | 30 |
| **Concordia** | All mfg. & svcs. | 278 | | 161.8 | .0028 | 0 |
| **De Soto** | All mfg. & svcs. | 280 | 3 | 289.7 | .0051 | 35 |
| **East Baton Rouge** | All mfg. & svcs. | 7,030 | 72 | 11,231.5 | .1962 | 62 |
| 2822 | Synthetic rubber | 2 | 2 | 487.4 | 12.5751 | 100 |
| 2911 | Petroleum refining | 2 | 1 | 2,948.8 | 3.1352 | 100 |
| 6021 | National commercial banks | 8 | 7 | 380.9 | .3206 | 100 |
| 6411 | Insurance agents, brokers, & service | 399 | 1 | 260.0 | .2977 | 38 |
| 8011 | Offices & clinics of medical doctors | 354 | | 127.1 | .1887 | 0 |
| 8062 | General medical & surgical hospitals | 6 | 5 | 191.1 | .0901 | 100 |
| 8211 | Elementary & secondary schools | 153 | | 90.9 | .1458 | 0 |
| 8221 | Colleges & universities | 6 | 3 | 917.7 | 1.9611 | 100 |
| 8351 | Child day-care services | 208 | | 41.6 | .5585 | 0 |
| 8661 | Religious organizations | 406 | | 203.0 | .3758 | 0 |
| 8711 | Engineering services | 147 | 1 | 157.9 | .5075 | 2 |
| **East Carroll** | All mfg. & svcs. | 123 | 1 | 89.8 | .0016 | 20 |
| **East Feliciana** | All mfg. & svcs. | 113 | 2 | 141.3 | .0025 | 33 |
| **Evangeline** | All mfg. & svcs. | 360 | 5 | 285.7 | .0050 | 37 |
| **Franklin** | All mfg. & svcs. | 274 | 2 | 236.7 | .0041 | 7 |
| **Grant** | All mfg. & svcs. | 112 | 1 | 115.1 | .0020 | 30 |
| **Iberia** | All mfg. & svcs. | 1,073 | 14 | 1,094.0 | .0191 | 41 |
| **Iberville** | All mfg. & svcs. | 375 | 11 | 2,009.9 | .0351 | 84 |
| 2869 | Industrial organic chemicals n.e.c. | 6 | 3 | 1,546.3 | 6.1383 | 96 |
| **Jackson** | All mfg. & svcs. | 211 | 2 | 230.5 | .0040 | 59 |
| **Jefferson** | All mfg. & svcs. | 6,532 | 65 | 5,827.9 | .1018 | 39 |
| 3731 | Ship building & repairing | 9 | 3 | 127.0 | 1.8475 | 95 |
| 6411 | Insurance agents, brokers, & service | 415 | | 211.9 | .2427 | 0 |
| 6531 | Real-estate agents & managers | 272 | | 209.0 | .2361 | 0 |
| 7011 | Hotels & motels | 84 | 3 | 76.4 | .1652 | 24 |
| 8011 | Offices & clinics of medical doctors | 397 | | 243.8 | .3619 | 0 |
| 8062 | General medical & surgical hospitals | 7 | 6 | 289.5 | .1365 | 100 |
| 8211 | Elementary & secondary schools | 123 | | 75.9 | .1217 | 0 |
| 8661 | Religious organizations | 239 | | 95.6 | .1770 | 0 |
| **Jefferson Davis** | All mfg. & svcs. | 398 | 3 | 355.5 | .0062 | 8 |
| **Lafayette** | All mfg. & svcs. | 3,514 | 41 | 3,249.4 | .0568 | 29 |
| 4512 | Scheduled air transportation | 4 | 1 | 21.8 | .0642 | 18 |
| 4581 | Airports, flying fields, & services | 6 | 1 | 5.7 | .0186 | 35 |
| **Lafourche** | All mfg. & svcs. | 1,151 | 12 | 1,014.7 | .0177 | 29 |
| **La Salle** | All mfg. & svcs. | 208 | 6 | 210.4 | .0037 | 53 |
| **Lincoln** | All mfg. & svcs. | 581 | 7 | 779.2 | .0136 | 47 |
| 8221 | Colleges & universities | 2 | 2 | 223.0 | .4766 | 100 |
| **Livingston** | All mfg. & svcs. | 643 | 6 | 446.7 | .0078 | 27 |
| **Madison** | All mfg. & svcs. | 175 | 1 | 122.6 | .0021 | 4 |
| **Morehouse** | All mfg. & svcs. | 411 | 4 | 467.9 | .0082 | 39 |
| **Natchitoches** | All mfg. & svcs. | 451 | 2 | 431.4 | .0075 | 28 |
| **Orleans** | All mfg. & svcs. | 9,982 | 188 | 16,218.9 | .2834 | 59 |
| 3769 | Space-vehicle equipment n.e.c. | 1 | 1 | 852.8 | 19.7522 | 100 |
| 4412 | Deep-sea foreign transport of freight | 88 | 3 | 283.6 | 5.3039 | 59 |
| 4491 | Marine cargo handling | 51 | 5 | 205.3 | 7.3844 | 52 |
| 4731 | Arrangement of freight transportation | 125 | | 240.0 | 1.5630 | 0 |
| 4911 | Electric services | 9 | 7 | 1,658.7 | 1.1391 | 97 |
| 6021 | National commercial banks | 8 | 5 | 624.6 | .5257 | 98 |
| 6311 | Life insurance | 4 | 2 | 271.4 | .2280 | 98 |
| 6411 | Insurance agents, brokers, & service | 309 | | 269.3 | .3084 | 0 |
| 6531 | Real-estate agents & managers | 302 | 1 | 282.5 | .3191 | 5 |
| 6552 | Land subdividers & developers n.e.c. | 47 | 1 | 108.3 | .9397 | 87 |
| 7011 | Hotels & motels | 175 | 16 | 363.3 | .7858 | 75 |
| 7389 | Business services n.e.c. | 191 | | 83.8 | .3700 | 0 |
| 8011 | Offices & clinics of medical doctors | 869 | | 251.3 | .3731 | 0 |
| 8062 | General medical & surgical hospitals | 23 | 18 | 1,306.3 | .6161 | 100 |
| 8111 | Legal services | 754 | 10 | 311.8 | .5114 | 40 |
| 8211 | Elementary & secondary schools | 225 | | 135.3 | .2170 | 0 |
| 8221 | Colleges & universities | 12 | 6 | 258.9 | .5533 | 95 |
| 8322 | Individual & family social services | 230 | | 70.6 | .5310 | 0 |
| 8351 | Child day-care services | 280 | | 56.0 | .7519 | 0 |
| 8661 | Religious organizations | 723 | | 289.2 | .5354 | 0 |
| 8711 | Engineering services | 116 | 2 | 264.5 | .8502 | 60 |
| 8721 | Accounting, auditing, & bookkeeping | 156 | 2 | 109.2 | .3879 | 18 |
| **Ouachita** | All mfg. & svcs. | 2,484 | 32 | 2,878.1 | .0503 | 45 |
| 8062 | General medical & surgical hospitals | 5 | 3 | 164.3 | .0775 | 97 |
| 8661 | Religious organizations | 256 | | 102.4 | .1896 | 0 |
| **Plaquemines** | All mfg. & svcs. | 312 | 9 | 1,932.5 | .0338 | 80 |
| **Pointe Coupee** | All mfg. & svcs. | 233 | 2 | 205.8 | .0036 | 18 |
| **Rapides** | All mfg. & svcs. | 1,947 | 24 | 2,063.2 | .0360 | 34 |
| 8062 | General medical & surgical hospitals | 7 | 7 | 200.0 | .0943 | 100 |
| 8661 | Religious organizations | 220 | | 88.1 | .1631 | 0 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Red River** | All mfg. & svcs. | 93 | 3 | 142.1 | .0025 | 44 |
| **Richland** | All mfg. & svcs. | 283 | 4 | 234.8 | .0041 | 32 |
| **Sabine** | All mfg. & svcs. | 273 | 6 | 204.8 | .0036 | 40 |
| **St. Bernard** | All mfg. & svcs. | 650 | 5 | 829.1 | .0145 | 59 |
| **St. Charles** | All mfg. & svcs. | 315 | 10 | 3,077.2 | .0538 | 90 |
| **St. Helena** | All mfg. & svcs. | 56 | | 71.2 | .0012 | 0 |
| **St. James** | All mfg. & svcs. | 165 | 9 | 611.1 | .0107 | 72 |
| **St. John the Baptist** | All mfg. & svcs. | 381 | 8 | 1,132.8 | .0198 | 73 |
| **St. Landry** | All mfg. & svcs. | 946 | 11 | 952.2 | .0166 | 48 |
| **St. Martin** | All mfg. & svcs. | 325 | 3 | 316.3 | .0055 | 28 |
| **St. Mary** | All mfg. & svcs. | 1,032 | 23 | 1,306.1 | .0228 | 50 |
| 3731 | Ship building & repairing | 11 | 5 | 220.5 | 3.2077 | 97 |
| **St. Tammany** | All mfg. & svcs. | 2,015 | 13 | 1,089.4 | .0190 | 20 |
| **Tangipahoa** | All mfg. & svcs. | 1,269 | 14 | 787.1 | .0138 | 33 |
| **Tensas** | All mfg. & svcs. | 75 | | 40.9 | .0007 | 0 |
| **Terrebonne** | All mfg. & svcs. | 1,435 | 10 | 1,187.7 | .0208 | 20 |
| **Union** | All mfg. & svcs. | 217 | | 145.7 | .0025 | 0 |
| **Vermilion** | All mfg. & svcs. | 689 | 5 | 518.8 | .0091 | 15 |
| **Vernon** | All mfg. & svcs. | 424 | 4 | 300.1 | .0052 | 28 |
| **Washington** | All mfg. & svcs. | 531 | 12 | 769.5 | .0134 | 53 |
| **Webster** | All mfg. & svcs. | 570 | 11 | 545.7 | .0095 | 23 |
| **West Baton Rouge** | All mfg. & svcs. | 214 | 3 | 423.6 | .0074 | 22 |
| **West Carroll** | All mfg. & svcs. | 158 | 2 | 149.4 | .0026 | 15 |
| **West Feliciana** | All mfg. & svcs. | 71 | 2 | 184.4 | .0032 | 80 |
| **Winn** | All mfg. & svcs. | 204 | 7 | 296.9 | .0052 | 63 |
| **STATE TOTAL** | All mfg. & svcs. | 63,048 | 828 | 87,966.5 | 1.5369 | 55 |
| **MAINE** | | | | | | |
| **Androscoggin** | All mfg. & svcs. | 1,454 | 42 | 1,780.8 | .0311 | 53 |
| **Aroostook** | All mfg. & svcs. | 1,010 | 22 | 1,530.0 | .0267 | 49 |
| **Cumberland** | All mfg. & svcs. | 4,447 | 83 | 6,892.5 | .1204 | 64 |
| 2621 | Paper mills | 3 | 2 | 225.8 | .9829 | 100 |
| 6411 | Insurance agents, brokers, & service | 184 | | 170.6 | .1954 | 0 |
| 8062 | General medical & surgical hospitals | 6 | 6 | 256.0 | .1207 | 100 |
| **Franklin** | All mfg. & svcs. | 365 | 8 | 525.1 | .0092 | 67 |
| **Hancock** | All mfg. & svcs. | 940 | 14 | 773.0 | .0135 | 55 |
| **Kennebec** | All mfg. & svcs. | 1,585 | 31 | 2,417.3 | .0422 | 61 |
| 4911 | Electric services | 5 | 2 | 438.7 | .3013 | 62 |
| 8062 | General medical & surgical hospitals | 6 | 5 | 298.0 | .1406 | 100 |
| **Knox** | All mfg. & svcs. | 709 | 14 | 738.2 | .0129 | 52 |
| **Lincoln** | All mfg. & svcs. | 563 | 6 | 536.4 | .0094 | 57 |
| **Oxford** | All mfg. & svcs. | 676 | 19 | 1,114.1 | .0195 | 68 |
| 2621 | Paper mills | 2 | 1 | 450.4 | 1.9605 | 100 |
| **Penobscot** | All mfg. & svcs. | 2,042 | 37 | 2,546.7 | .0445 | 58 |
| 8062 | General medical & surgical hospitals | 7 | 5 | 130.0 | .0613 | 98 |
| **Piscataquis** | All mfg. & svcs. | 274 | 5 | 292.9 | .0051 | 39 |
| **Sagadahoc** | All mfg. & svcs. | 371 | 7 | 618.5 | .0108 | 75 |
| 3731 | Ship building & repairing | 2 | 1 | 400.9 | 5.8321 | 100 |
| **Somerset** | All mfg. & svcs. | 594 | 12 | 947.5 | .0166 | 66 |
| **Waldo** | All mfg. & svcs. | 380 | 6 | 272.3 | .0048 | 34 |
| **Washington** | All mfg. & svcs. | 372 | 9 | 462.9 | .0081 | 50 |
| **York** | All mfg. & svcs. | 2,506 | 39 | 2,085.3 | .0364 | 52 |
| 3089 | Plastics products n.e.c. | 8 | 3 | 55.2 | .1694 | 72 |
| **STATE TOTAL** | All mfg. & svcs. | 18,290 | 354 | 23,533.5 | .4112 | 59 |
| **MARYLAND** | | | | | | |
| **Allegany** | All mfg. & svcs. | 1,021 | 18 | 1,239.2 | .0217 | 58 |
| 2621 | Paper mills | 1 | 1 | 243.0 | 1.0577 | 100 |
| **Anne Arundel** | All mfg. & svcs. | 4,529 | 38 | 3,557.0 | .0621 | 37 |
| 7379 | Computer-related services n.e.c. | 20 | 1 | 24.9 | .2420 | 24 |
| 8062 | General medical & surgical hospitals | 5 | 4 | 192.0 | .0906 | 99 |
| 8211 | Elementary & secondary schools | 129 | | 75.3 | .1208 | 0 |
| **Baltimore** | All mfg. & svcs. | 2,641 | 113 | 8,783.7 | .1535 | 79 |
| 2656 | Sanitary food containers | 3 | 1 | 389.1 | 16.0044 | 98 |
| 3531 | Construction machinery | 2 | 1 | 32.2 | .2164 | 57 |
| 3671 | Electron tubes | 2 | 2 | 161.9 | 4.9446 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 8 | 1 | 2,124.2 | 11.5035 | 100 |
| 3825 | Electricity-measuring instruments | 2 | 2 | 206.2 | 3.0203 | 100 |
| 8062 | General medical & surgical hospitals | 6 | 5 | 318.0 | .1500 | 99 |
| 8063 | Psychiatric hospitals | 2 | 2 | 123.0 | 1.2111 | 100 |
| **Baltimore city** | All mfg. & svcs. | 17,639 | 278 | 33,525.7 | .5857 | 69 |
| 2711 | Newspapers | 39 | 3 | 237.8 | .8523 | 85 |
| 3312 | Blast furnaces & steel mills | 5 | 2 | 1,503.1 | 5.4821 | 100 |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt | % In Large Estab |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **MARYLAND** (Baltimore City, cont.) | | | | | | |
| 3713 | Truck & bus bodies | 4 | 2 | 416.3 | 4.1669 | 99 |
| 4212 | Local trucking without storage | 109 | 1 | 260.7 | .5379 | 8 |
| 4213 | Nonlocal trucking | 138 | 3 | 253.2 | .4232 | 22 |
| 4813 | Nonradio telephone communications | 19 | 1 | 1,497.3 | 1.5104 | 93 |
| 4931 | Electric & other services combined | 2 | 1 | 1,706.5 | 5.8191 | 99 |
| 6021 | National commercial banks | 6 | 3 | 1,016.6 | .8557 | 99 |
| 6022 | State commercial banks | 5 | 3 | 364.3 | .4384 | 94 |
| 6036 | Nonfederal savings institutions | 190 | 2 | 905.0 | .8564 | 16 |
| 6282 | Investment advice | 55 | 2 | 129.1 | 1.0598 | 94 |
| 6311 | Life insurance | 11 | 8 | 4,904.4 | 4.1209 | 99 |
| 6331 | Fire, marine, & casualty insurance | 2 | 2 | 716.2 | .8523 | 100 |
| 6531 | Real-estate agents & managers | 590 | | 828.3 | .9357 | 0 |
| 7011 | Hotels & motels | 82 | 8 | 87.6 | .1895 | 69 |
| 7231 | Beauty shops | 794 | | 81.5 | .5210 | 0 |
| 7349 | Building maintenance services n.e.c. | 124 | 1 | 29.0 | .4371 | 28 |
| 7361 | Employment agencies | 157 | | 45.5 | 1.1830 | 0 |
| 7389 | Business services n.e.c. | 312 | 1 | 109.4 | .4830 | 20 |
| 8011 | Offices & clinics of medical doctors | 1,564 | | 456.4 | .6775 | 0 |
| 8021 | Offices & clinics of dentists | 608 | | 122.1 | .4688 | 0 |
| 8059 | Nursing & personal care n.e.c. | 90 | 8 | 21.6 | .3286 | 79 |
| 8062 | General medical & surgical hospitals | 27 | 22 | 1,555.9 | .7338 | 100 |
| 8111 | Legal services | 1,570 | 10 | 541.2 | .8876 | 30 |
| 8211 | Elementary & secondary schools | 424 | | 251.2 | .4028 | 0 |
| 8221 | Colleges & universities | 14 | 8 | 522.6 | 1.1168 | 98 |
| 8351 | Child day-care services | 213 | | 42.6 | .5720 | 0 |
| 8641 | Civic & social associations | 254 | | 76.2 | .6007 | 0 |
| 8661 | Religious organizations | 869 | | 260.9 | .4830 | 0 |
| 8711 | Engineering services | 161 | 2 | 317.7 | 1.0212 | 61 |
| 8713 | Surveying services | 30 | 2 | 30.5 | .6431 | 23 |
| 8721 | Accounting, auditing, & bookkeeping | 261 | 1 | 172.6 | .6131 | 10 |
| **Calvert** | **All mfg. & svcs.** | **428** | **1** | **251.7** | **.0044** | **11** |
| **Caroline** | **All mfg. & svcs.** | **281** | **8** | **397.4** | **.0069** | **42** |
| **Carroll** | **All mfg. & svcs.** | **1,230** | **19** | **1,259.9** | **.0220** | **42** |
| 3546 | Power-driven handtools | 1 | 1 | 144.0 | 10.4325 | 100 |
| **Cecil** | **All mfg. & svcs.** | **671** | **11** | **899.3** | **.0157** | **43** |
| 8062 | General medical & surgical hospitals | 2 | 2 | 208.0 | .0981 | 100 |
| **Charles** | **All mfg. & svcs.** | **679** | **5** | **539.3** | **.0094** | **21** |
| **Dorchester** | **All mfg. & svcs.** | **476** | **11** | **716.7** | **.0125** | **49** |
| **Frederick** | **All mfg. & svcs.** | **1,695** | **36** | **1,893.1** | **.0331** | **55** |
| **Garrett** | **All mfg. & svcs.** | **346** | **8** | **288.9** | **.0050** | **36** |
| **Harford** | **All mfg. & svcs.** | **1,754** | **18** | **1,209.5** | **.0211** | **37** |
| **Howard** | **All mfg. & svcs.** | **1,887** | **24** | **1,691.5** | **.0296** | **40** |
| **Kent** | **All mfg. & svcs.** | **309** | **4** | **232.0** | **.0041** | **29** |
| **Montgomery** | **All mfg. & svcs.** | **12,028** | **126** | **17,673.2** | **.3088** | **59** |
| 3489 | Ordnance & accessories n.e.c. | 1 | 1 | 419.0 | 18.1747 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 14 | 4 | 109.8 | .3856 | 86 |
| 3669 | Communications equipment n.e.c. | 2 | 2 | 98.0 | 3.5890 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 19 | 4 | 191.4 | 1.0365 | 94 |
| 6411 | Insurance agents, brokers, & service | 460 | 1 | 318.4 | .3646 | 13 |
| 6531 | Real-estate agents & managers | 610 | 1 | 811.3 | .9165 | 2 |
| 7231 | Beauty shops | 294 | | 54.5 | .3484 | 0 |
| 7374 | Computer processing & data preparation | 173 | 8 | 627 | 3.2758 | 93 |
| 7379 | Computer-related services n.e.c. | 114 | 6 | 230.4 | 2.2397 | 55 |
| 7389 | Business services n.e.c. | 253 | 1 | 108.6 | .4795 | 20 |
| 8011 | Offices & clinics of medical doctors | 1,173 | 1 | 350.7 | .5206 | 1 |
| 8021 | Offices & clinics of dentists | 550 | | 109.8 | .4216 | 0 |
| 8059 | Nursing & personal care n.e.c. | 34 | 7 | 40.4 | .6147 | 78 |
| 8062 | General medical & surgical hospitals | 9 | 9 | 724.1 | .3415 | 100 |
| 8111 | Legal services | 660 | 1 | 212.7 | .3488 | 3 |
| 8211 | Elementary & secondary schools | 241 | | 133.3 | .2138 | 0 |
| 8661 | Religious organizations | 344 | | 103.6 | .1918 | 0 |
| 8711 | Engineering services | 280 | 3 | 532.4 | 1.7112 | 98 |
| 8721 | Accounting, auditing, & bookkeeping | 351 | | 133.5 | .4742 | 0 |
| 8731 | Commercial physical research | 40 | 9 | 197.1 | 1.9188 | 75 |
| 8741 | Management services | 195 | | 149.4 | 1.5530 | 0 |
| 8748 | Business consulting services n.e.c. | 170 | 2 | 203.8 | 1.7779 | 33 |
| **Prince George's** | **All mfg. & svcs.** | **6,806** | **71** | **7,267.4** | **.1270** | **42** |
| 3699 | Electrical equipment & supplies n.e.c. | 8 | 2 | 281.0 | 1.5217 | 98 |
| 6021 | National commercial banks | 6 | 3 | 668.2 | .5624 | 94 |
| 6531 | Real-estate agents & managers | 279 | | 251.7 | .2843 | 0 |
| 8011 | Offices & clinics of medical doctors | 595 | 1 | 238.6 | .3542 | 1 |
| 8062 | General medical & surgical hospitals | 9 | 5 | 314.2 | .1482 | 98 |
| 8211 | Elementary & secondary schools | 231 | | 143.7 | .2304 | 0 |
| 8661 | Religious organizations | 291 | | 58.5 | .1083 | 0 |
| 8733 | Noncommercial research organization | 7 | 4 | 231.1 | 5.5394 | 98 |
| 8748 | Business consulting services n.e.c. | 37 | 2 | 90.4 | .7886 | 87 |
| **Queen Anne's** | **All mfg. & svcs.** | **304** | **1** | **188.1** | **.0033** | **4** |
| **St. Mary's** | **All mfg. & svcs.** | **622** | **3** | **372.8** | **.0065** | **9** |
| **Somerset** | **All mfg. & svcs.** | **220** | **5** | **211.2** | **.0037** | **33** |

1987 S&MM Estimate

| County SIC | Industry | Establishments | | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| | | Total | Large | | | |
| **Talbot** | **All mfg. & svcs.** | **635** | **13** | **674.6** | **.0118** | **49** |
| **Washington** | **All mfg. & svcs.** | **1,438** | **40** | **2,295.2** | **.0401** | **63** |
| 3519 | Internal-combustion engines n.e.c. | 1 | 1 | 484.9 | 5.5235 | 100 |
| **Wicomico** | **All mfg. & svcs.** | **1,137** | **24** | **1,822.4** | **.0318** | **58** |
| **Worcester** | **All mfg. & svcs.** | **953** | **7** | **664.7** | **.0116** | **31** |
| **STATE TOTAL** | **All mfg. & svcs.** | **59,929** | **882** | **87,654.5** | **1.5314** | **60** |

## MASSACHUSETTS

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Barnstable** | **All mfg. & svcs.** | **4,555** | **32** | **2,172.9** | **.0380** | **22** |
| 7011 | Hotels & motels | 576 | 12 | 146.0 | .3158 | 40 |
| **Berkshire** | **All mfg. & svcs.** | **2,363** | **47** | **3,603.7** | **.0630** | **64** |
| 3612 | Nonelectronic transformers | 2 | 1 | 148.1 | 4.6074 | 100 |
| 3812 | Search & navigation equipment | 1 | 1 | 522.1 | 8.9827 | 100 |
| 8062 | General medical & surgical hospitals | 5 | 5 | 147.0 | .0693 | 100 |
| **Bristol** | **All mfg. & svcs.** | **6,217** | **224** | **8,935.0** | **.1561** | **62** |
| 2329 | Men's & boys' clothing n.e.c. | 7 | 6 | 60.6 | 3.2082 | 99 |
| 2391 | Curtains & draperies | 17 | 7 | 155.5 | 10.5833 | 94 |
| 3577 | Computer peripheral equipment n.e.c. | 4 | 2 | 362.2 | 1.2719 | 99 |
| 3625 | Relays & industrial controls | 1 | 1 | 258.9 | 3.6043 | 100 |
| 3911 | Precious-metal jewelry | 31 | 11 | 380.1 | 7.7259 | 88 |
| 8059 | Nursing & personal care n.e.c. | 65 | 9 | 19.9 | .3028 | 76 |
| 8062 | General medical & surgical hospitals | 8 | 8 | 367.0 | .1731 | 100 |
| 8211 | Elementary & secondary schools | 139 | | 85.2 | .1366 | 0 |
| 8361 | Residential care | 4 | 2 | 71.0 | 11.3111 | 96 |
| **Dukes** | **All mfg. & svcs.** | **455** | **3** | **193.7** | **.0034** | **10** |
| **Essex** | **All mfg. & svcs.** | **10,469** | **223** | **15,729.5** | **.2748** | **66** |
| 3111 | Leather tanning & finishing | 44 | 7 | 240.8 | 11.4118 | 47 |
| 3511 | Turbines & turbine-generator set units | 1 | 1 | 343.7 | 10.5839 | 100 |
| 3599 | Industrial machinery n.e.c. | 155 | 2 | 142.4 | .7451 | 17 |
| 3641 | Electric lamp bulbs & tubes | 3 | 3 | 240.8 | 7.8350 | 100 |
| 3661 | Telephone & telegraph apparatus | 5 | 1 | 2,283.8 | 10.1486 | 100 |
| 3674 | Semiconductors & related devices | 15 | 7 | 804.8 | 6.5802 | 99 |
| 3679 | Electronic components n.e.c. | 31 | 6 | 244.0 | 1.1807 | 88 |
| 3724 | Aircraft engines & engine parts | 5 | 2 | 898.4 | 8.2450 | 99 |
| 6531 | Real estate agents & managers | 575 | | 202.5 | .2288 | 0 |
| 7011 | Hotels & motels | 151 | 4 | 77.4 | .1674 | 28 |
| 8011 | Offices & clinics of medical doctors | 584 | | 193.5 | .2873 | 0 |
| 8059 | Nursing & personal care n.e.c. | 94 | 12 | 37.3 | .5675 | 64 |
| 8062 | General medical & surgical hospitals | 18 | 15 | 738.0 | .3481 | 100 |
| 8211 | Elementary & secondary schools | 219 | | 125.6 | .2014 | 0 |
| 8351 | Child day-care services | 191 | | 37.9 | .5089 | 0 |
| **Franklin** | **All mfg. & svcs.** | **943** | **26** | **1,064.6** | **.0186** | **49** |
| **Hampden** | **All mfg. & svcs.** | **6,952** | **188** | **12,939.3** | **.2261** | **67** |
| 2782 | Blankbooks & looseleaf binders | 10 | 3 | 124.7 | 5.8918 | 87 |
| 3089 | Plastics products n.e.c. | 48 | 6 | 144.1 | .4423 | 48 |
| 3484 | Small arms | 3 | 2 | 521.0 | 9.0037 | 98 |
| 3577 | Computer peripheral equipment n.e.c. | 2 | 2 | 707.2 | 2.4835 | 100 |
| 6321 | Accident & health insurance | 3 | 2 | 2,171.2 | 1.5572 | 100 |
| 8011 | Offices & clinics of medical doctors | 433 | 1 | 133.3 | .1979 | 4 |
| 8059 | Nursing & personal care n.e.c. | 48 | 8 | 51.6 | .7851 | 91 |
| 8062 | General medical & surgical hospitals | 11 | 9 | 531.2 | .2505 | 100 |
| 8211 | Elementary & secondary schools | 139 | | 82.3 | .1320 | 0 |
| 8221 | Colleges & universities | 7 | 5 | 117.9 | .2520 | 98 |
| 8661 | Religious organizations | 176 | | 70.4 | .1303 | 0 |
| **Hampshire** | **All mfg. & svcs.** | **1,929** | **46** | **1,995.4** | **.0349** | **56** |
| **Middlesex** | **All mfg. & svcs.** | **21,734** | **627** | **38,693.7** | **.6760** | **69** |
| 2221 | Synthetics & silk-weaving mills | 4 | 3 | 323.8 | 5.0642 | 99 |
| 2679 | Converted paper products n.e.c. | 3 | 2 | 293.2 | 4.2596 | 96 |
| 2711 | Newspapers | 69 | 4 | 132.8 | .4760 | 61 |
| 2731 | Book publishing | 50 | 7 | 269.1 | 1.9768 | 85 |
| 2732 | Book printing | 4 | 3 | 129.5 | 3.6225 | 97 |
| 2752 | Commercial lithographic printing | 80 | 4 | 174.6 | .7902 | 48 |
| 2759 | Commercial printing n.e.c. | 214 | 7 | 98.8 | .7309 | 56 |
| 2899 | Chemical preparations n.e.c. | 8 | 4 | 257.2 | 2.1846 | 95 |
| 3089 | Plastics products n.e.c. | 81 | 10 | 304.2 | .9338 | 70 |
| 3555 | Printing-trades machinery & equipment | 7 | 2 | 327.8 | 10.5817 | 96 |
| 3559 | Special-industry machinery n.e.c. | 26 | 8 | 150.2 | 2.0206 | 86 |
| 3571 | Electronic computers | 13 | 7 | 1,462.6 | 7.6443 | 97 |
| 3572 | Computer storage devices | 2 | 2 | 302.1 | 18.5122 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 80 | 28 | 2,057.2 | 7.2243 | 93 |
| 3599 | Industrial machinery n.e.c. | 191 | 3 | 145.0 | .7597 | 22 |
| 3674 | Semiconductors & related devices | 42 | 15 | 419.6 | 3.4307 | 93 |
| 3679 | Electronic components n.e.c. | 67 | 22 | 723.2 | 3.4996 | 91 |
| 3699 | Electrical equipment & supplies n.e.c. | 33 | 4 | 137.5 | .7446 | 66 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 1 | 1,177.0 | 1.2700 | 99 |
| 3761 | Guided missiles & space vehicles | 3 | 3 | 1,046.6 | 8.0641 | 100 |
| 3825 | Electricity measuring instruments | 19 | 6 | 226.9 | 3.3235 | 91 |
| 3827 | Optical instruments & lenses | 19 | 6 | 298.2 | 8.1185 | 86 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3829 | Measuring & controlling devices n.e.c. | 37 | 8 | 189.9 | 4.7667 | 82 |
| 3841 | Surgical & medical instruments | 22 | 6 | 131.9 | 2.2970 | 60 |
| 3861 | Photographic equipment & supplies | 13 | 3 | 675.6 | 4.7516 | 93 |
| 3999 | Manufactures n.e.c. | 21 | 2 | 271.3 | 5.6211 | 92 |
| *4121* | *Taxicabs* | *56* | *4* | *50.3* | *3.9709* | *68* |
| *4212* | *Local trucking without storage* | *57* | *1* | *346.7* | *.7153* | *13* |
| *4213* | *Nonlocal trucking* | *114* | *4* | *348.5* | *.5825* | *50* |
| *6036* | *Nonfederal savings institutions* | *97* | *12* | *842.7* | *.7975* | *41* |
| *6331* | *Fire, marine, & casualty insurance* | *7* | *5* | *327.8* | *.3901* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *632* | | *303.9* | *.3480* | *0* |
| *6531* | *Real-estate agents & managers* | *1,038* | *3* | *381.3* | *.4308* | *7* |
| *7011* | *Hotels & motels* | *82* | *11* | *129.7* | *.2805* | *68* |
| *7231* | *Beauty shops* | *941* | | *100.8* | *.6444* | *0* |
| *7331* | *Direct-mail advertising services* | *39* | *2* | *103.0* | *3.4549* | *75* |
| *7349* | *Building maintenance services n.e.c.* | *197* | *5* | *62.5* | *.9419* | *45* |
| *7361* | *Employment agencies* | *202* | *2* | *37.1* | *.9646* | *65* |
| *7363* | *Help supply services* | *88* | *3* | *53.7* | *5.6837* | *84* |
| *7372* | *Prepackaged software* | *168* | *7* | *935.2* | *7.5913* | *87* |
| *7374* | *Computer processing & data preparation* | *248* | *6* | *262.7* | *1.3710* | *62* |
| *7379* | *Computer-related services n.e.c.* | *170* | *3* | *353.9* | *3.4402* | *81* |
| *7389* | *Business services n.e.c.* | *325* | *2* | *127.1* | *.5612* | *20* |
| *7538* | *General automotive repair shops* | *590* | | *121.8* | *.5222* | *0* |
| *7832* | *Non-drive-in motion-picture theaters* | *37* | *2* | *74.3* | *1.2640* | *74* |
| *8011* | *Offices & clinics of medical doctors* | *1,360* | | *408.2* | *.6060* | *0* |
| *8021* | *Offices & clinics of dentists* | *815* | | *165.4* | *.6351* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *143* | *13* | *38.9* | *.5919* | *60* |
| *8062* | *General medical & surgical hospitals* | *33* | *30* | *1,418.2* | *.6689* | *100* |
| *8063* | *Psychiatric hospitals* | *2* | *2* | *157.0* | *1.5459* | *100* |
| *8099* | *Health & allied services n.e.c.* | *7* | *1* | *50.4* | *12.1300* | *97* |
| *8111* | *Legal services* | *942* | | *197.6* | *.3241* | *0* |
| *8211* | *Elementary & secondary schools* | *353* | *1* | *242.2* | *.3884* | *19* |
| *8221* | *Colleges & universities* | *12* | *7* | *792.9* | *1.6944* | *99* |
| *8322* | *Individual & family social services* | *438* | *5* | *24.6* | *.1850* | *45* |
| *8361* | *Residential care* | *11* | *2* | *81.4* | *12.9680* | *93* |
| *8641* | *Civic & social associations* | *333* | *2* | *80.4* | *.6338* | *6* |
| *8661* | *Religious organizations* | *383* | | *114.9* | *.2127* | *0* |
| *8711* | *Engineering services* | *357* | *15* | *523.4* | *1.6823* | *76* |
| *8731* | *Commercial physical research* | *106* | *8* | *302.4* | *2.9439* | *70* |
| *8732* | *Commercial nonphysical research* | *43* | *3* | *261.5* | *11.0576* | *98* |
| *8733* | *Noncommercial research organizations* | *18* | *5* | *386.7* | *9.2692* | *94* |
| *8748* | *Business consulting services n.e.c.* | *133* | *6* | *235.1* | *2.0509* | *80* |
| **Nantucket** | **All mfg. & svcs.** | **341** | **2** | **153.2** | **.0027** | **5** |
| **Norfolk** | **All mfg. & svcs.** | **9,987** | **235** | **13,173.2** | **.2302** | **58** |
| 3669 | Communications equipment n.e.c. | 4 | 3 | 278.5 | 10.1992 | 98 |
| 3699 | Electrical equipment & supplies n.e.c. | 7 | 3 | 514.3 | 2.7852 | 99 |
| *6411* | *Insurance agents, brokers, & service* | *422* | | *259.7* | *.2974* | *0* |
| *6531* | *Real-estate agents & managers* | *528* | | *300.1* | *.3390* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *853* | *1* | *186.0* | *.2761* | *1* |
| *8059* | *Nursing & personal care n.e.c.* | *70* | *9* | *41.3* | *.6284* | *78* |
| *8062* | *General medical & surgical hospitals* | *16* | *14* | *535.2* | *.2524* | *99* |
| *8211* | *Elementary & secondary schools* | *162* | | *94.8* | *.1520* | *0* |
| **Plymouth** | **All mfg. & svcs.** | **5,988** | **84** | **5,254.7** | **.0918** | **40** |
| *8059* | *Nursing & personal care n.e.c.* | *64* | [illegible] | *21.0* | *.3195* | *72* |
| *8062* | *General medical & surgical hospitals* | *8* | *8* | *404.5* | *.1908* | *100* |
| *8211* | *Elementary & secondary schools* | *153* | | *90.9* | *.1458* | *0* |
| **Suffolk** | **All mfg. & svcs.** | **16,110** | **482** | **44,089.1** | **.7703** | **65** |
| 2711 | Newspapers | 54 | 6 | 334.5 | 1.1989 | 92 |
| 2731 | Book publishing | 64 | 4 | 428.5 | 3.1477 | 65 |
| 2759 | Commercial printing n.e.c. | 170 | 5 | 79.0 | .5844 | 44 |
| 3149 | Nonrubber footwear n.e.c. | 4 | 4 | 203.5 | 8.8256 | 100 |
| 3671 | Electron tubes | 2 | 1 | 249.5 | 7.6199 | 100 |
| 3825 | Electricity-measuring instruments | 3 | 1 | 163.3 | 2.3919 | 98 |
| *4111* | *Local & suburban transit* | *10* | *3* | *331.0* | *5.8829* | *97* |
| *6021* | *National commercial banks* | *6* | *4* | *1,245.4* | *1.0483* | *99* |
| *6022* | *State commercial banks* | *18* | *7* | *1,712.5* | *2.0608* | *87* |
| *6036* | *Nonfederal savings institutions* | *51* | *7* | *679.7* | *.6432* | *64* |
| *6162* | *Mortgage bankers & loan correspondents* | *22* | *2* | *361.0* | *3.0474* | *99* |
| *6211* | *Security brokers & dealers* | *127* | *10* | *1,878.7* | *1.4187* | *51* |
| *6282* | *Investment advice* | *114* | *5* | *200.1* | *1.6427* | *54* |
| *6289* | *Security & commodity services n.e.c.* | *8* | *5* | *2,495.9* | *32.0727* | *99* |
| *6311* | *Life insurance* | *7* | *3* | *2,366.4* | *1.9884* | *7* |
| *6321* | *Accident & health insurance* | *11* | *7* | *3,623.7* | *2.5990* | *99* |
| *6324* | *Hospital & medical service plans* | *3* | *1* | *814.0* | *5.5561* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *16* | *9* | *1,144.8* | *1.3624* | *95* |
| *6411* | *Insurance agents, brokers, & service* | *514* | *7* | *808.1* | *.9254* | *33* |
| *6531* | *Real-estate agents & managers* | *734* | *7* | *841.8* | *.9510* | *18* |
| *6712* | *Bank-holding companies* | *3* | *2* | *23.2* | *.4318* | *66* |
| *6719* | *Holding companies n.e.c.* | *14* | *3* | *106.5* | *.7002* | *30* |
| *6722* | *Open-end management investment* | *25* | *2* | *1,475.0* | *16.7325* | *10* |
| *7011* | *Hotels & motels* | *84* | *17* | *251.3* | *.5003* | *84* |
| *7231* | *Beauty shops* | *556* | | *78.6* | *.5025* | *0* |
| *7311* | *Advertising agencies* | *206* | *5* | *766.0* | *1.7527* | *36* |
| *7349* | *Building maintenance services n.e.c.* | *120* | *5* | *50.0* | *.7535* | *50* |
| *7361* | *Employment agencies* | *159* | *1* | *95.0* | *2.4700* | *83* |
| *7363* | *Help supply services* | *71* | *4* | *59.0* | *6.2447* | *47* |
| *7381* | *Detective & armored-car services* | *74* | *4* | *74.0* | *3.1935* | *85* |
| *7389* | *Business services n.e.c.* | *293* | *1* | *149.2* | *.6587* | *7* |
| *8011* | *Offices & clinics of medical doctors* | *1,102* | *2* | *238.9* | *.3546* | *3* |
| *8059* | *Nursing & personal care n.e.c.* | *88* | *7* | *29.6* | *.4504* | *51* |
| *8062* | *General medical & surgical hospitals* | *35* | *31* | *2,516.1* | *1.1867* | *100* |
| *8069* | *Nonpsychiatric specialty hospitals* | *2* | *1* | *253.0* | *7.7755* | *100* |
| *8111* | *Legal services* | *1,624* | *21* | *975.3* | *1.5996* | *36* |
| *8211* | *Elementary & secondary schools* | *224* | *1* | *447.7* | *.7179* | *72* |
| *8221* | *Colleges & universities* | *31* | *18* | *674.1* | *1.4406* | *96* |
| *8222* | *Junior colleges & technical institutes* | *16* | *5* | *66.4* | *.7989* | *81* |
| *8322* | *Individual & family social services* | *358* | *8* | *92.6* | *.6964* | *48* |
| *8641* | *Civic & social associations* | *331* | *4* | *133.4* | *1.0517* | *16* |
| *8661* | *Religious organizations* | *250* | *1* | *71.0* | *.1315* | *30* |
| *8711* | *Engineering services* | *223* | *9* | *379.3* | *1.2192* | *33* |
| *8712* | *Architectural services* | *227* | *3* | *254.2* | *2.0363* | *11* |
| *8721* | *Accounting, auditing, & bookkeeping* | *286* | *8* | *330.2* | *1.1730* | *63* |
| **Worcester** | **All mfg. & svcs.** | **10,648** | **279** | **16,815.1** | **.2938** | **66** |
| 3089 | Plastics products n.e.c. | 143 | 22 | 527.9 | 1.6205 | 64 |
| 3291 | Abrasive products | 5 | 4 | 439.6 | 13.2222 | 99 |
| 3571 | Electronic computers | 3 | 3 | 347.3 | 1.8152 | 100 |
| *4911* | *Electric services* | *11* | *2* | *812.7* | *.5581* | *93* |
| *6036* | *Nonfederal savings institutions* | *44* | *5* | *384.7* | *.3640* | *48* |
| *6282* | *Investment advice* | *37* | *1* | *18.8* | *.1543* | *43* |
| *6321* | *Accident & health insurance* | *5* | *5* | *2,345.3* | *1.6821* | *100* |
| *8011* | *Offices & clinics of medical doctors* | *789* | *1* | *241.3* | *.3582* | *2* |
| *8059* | *Nursing & personal care n.e.c.* | *129* | *7* | *28.4* | *.4321* | *46* |
| *8062* | *General medical & surgical hospitals* | *20* | *18* | *698.0* | *.3292* | *99* |
| *8211* | *Elementary & secondary schools* | *274* | | *149.9* | *.2404* | *0* |
| *8221* | *Colleges & universities* | *10* | *8* | *140.0* | *.2992* | *98* |
| *8661* | *Religious organizations* | *257* | | *77.5* | *.1435* | *0* |
| *8731* | *Commercial physical research* | *11* | *1* | *83.9* | *.8168* | *97* |
| **STATE TOTAL** | **All mfg. & svcs.** | **98,691** | **2,498** | **164,813.1** | **2.8795** | **64** |

## MICHIGAN

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Alcona** | **All mfg. & svcs.** | **151** | | **58.3** | **.0010** | **0** |
| **Alger** | **All mfg. & svcs.** | **166** | **3** | **146.0** | **.0026** | **47** |
| **Allegan** | **All mfg. & svcs.** | **823** | **19** | **1,329.6** | **.0232** | **64** |
| **Alpena** | **All mfg. & svcs.** | **571** | **10** | **533.1** | **.0093** | **38** |
| **Antrim** | **All mfg. & svcs.** | **321** | **7** | **200.4** | **.0035** | **44** |
| **Arenac** | **All mfg. & svcs.** | **194** | **2** | **152.5** | **.0027** | **35** |
| **Baraga** | **All mfg. & svcs.** | **99** | **3** | **107.2** | **.0019** | **44** |
| **Barry** | **All mfg. & svcs.** | **457** | **12** | **485.1** | **.0085** | **58** |
| **Bay** | **All mfg. & svcs.** | **1,425** | **29** | **2,198.7** | **.0384** | **62** |
| 3714 | Motor-vehicle parts & accessories | 3 | 3 | 370.9 | .6207 | 100 |
| **Benzie** | **All mfg. & svcs.** | **235** | **5** | **122.6** | **.0021** | **40** |
| **Berrien** | **All mfg. & svcs.** | **2,671** | **74** | **3,966.0** | **.0693** | **62** |
| 3633 | Household laundry equipment | 4 | 3 | 310.5 | 11.7779 | 97 |
| *8221* | *Colleges & universities* | *2* | *2* | *124.0* | *.2650* | *100* |
| *8661* | *Religious organizations* | *231* | | *46.2* | *.0855* | *0* |
| **Branch** | **All mfg. & svcs.** | **573** | **19** | **757.6** | **.0132** | **55** |
| **Calhoun** | **All mfg. & svcs.** | **1,942** | **43** | **4,452.3** | **.0778** | **76** |
| 2043 | Cereal breakfast foods | 4 | 4 | 1,697.3 | 30.1758 | 100 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *129.1* | *.0609* | *100* |
| **Cass** | **All mfg. & svcs.** | **503** | **13** | **646.4** | **.0113** | **53** |
| **Charlevoix** | **All mfg. & svcs.** | **426** | **10** | **442.5** | **.0077** | **40** |
| **Cheboygan** | **All mfg. & svcs.** | **466** | **2** | **208.7** | **.0036** | **9** |
| **Chippewa** | **All mfg. & svcs.** | **529** | **4** | **309.4** | **.0054** | **17** |
| **Clare** | **All mfg. & svcs.** | **397** | **4** | **207.8** | **.0036** | **14** |
| **Clinton** | **All mfg. & svcs.** | **480** | **5** | **468.7** | **.0082** | **40** |
| **Crawford** | **All mfg. & svcs.** | **186** | **1** | **108.8** | **.0019** | **17** |
| **Delta** | **All mfg. & svcs.** | **562** | **7** | **531.5** | **.0093** | **35** |
| **Dickinson** | **All mfg. & svcs.** | **421** | **10** | **406.8** | **.0071** | **39** |
| **Eaton** | **All mfg. & svcs.** | **705** | **12** | **773.7** | **.0135** | **38** |
| **Emmet** | **All mfg. & svcs.** | **575** | **4** | **431.6** | **.0075** | **16** |
| **Genesee** | **All mfg. & svcs.** | **5,101** | **50** | **15,419.8** | **.2694** | **84** |
| 3694 | Engine electrical equipment | 3 | 1 | 1,246.9 | 15.8104 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 12 | 3 | 9,153.1 | 9.8760 | 100 |
| 3714 | Motor-vehicle parts & accessories | 6 | 4 | 806.7 | 1.3500 | 99 |
| *6022* | *State commercial banks* | *5* | *3* | *294.9* | *.3549* | *93* |
| *8011* | *Offices & clinics of medical doctors* | *341* | | *94.5* | *.1403* | *0* |
| *8062* | *General medical & surgical hospitals* | *7* | *6* | *380.2* | *.1793* | *100* |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **MICHIGAN** (Genesee, cont.) | | | | | | |
| *8211* | *Elementary & secondary schools* | 137 | | 83.9 | .1345 | 0 |
| *8661* | *Religious organizations* | 446 | | 89.2 | .1651 | 0 |
| **Gladwin** | **All mfg. & svcs.** | **243** | **4** | **158.4** | **.0028** | **23** |
| **Gogebic** | **All mfg. & svcs.** | **290** | **5** | **189.7** | **.0033** | **22** |
| **Grand Traverse** | **All mfg. & svcs.** | **1,428** | **16** | **1,351.7** | **.0236** | **39** |
| **Gratiot** | **All mfg. & svcs.** | **552** | **11** | **1,389.6** | **.0243** | **79** |
| **Hillsdale** | **All mfg. & svcs.** | **549** | **22** | **831.4** | **.0145** | **52** |
| **Houghton** | **All mfg. & svcs.** | **470** | **8** | **379.6** | **.0066** | **44** |
| **Huron** | **All mfg. & svcs.** | **586** | **9** | **655.5** | **.0115** | **47** |
| **Ingham** | **All mfg. & svcs.** | **4,664** | **61** | **18,642.7** | **.3257** | **85** |
| 3462 | Iron & steel forgings | 6 | 5 | 231.9 | 4.7812 | 96 |
| 3711 | Motor vehicles & passenger-car bodies | 6 | 3 | 12,379.8 | 13.3576 | 100 |
| *6331* | *Fire, marine, & casualty insurance* | 7 | 3 | 730.9 | .8698 | 97 |
| *8062* | *General medical & surgical hospitals* | 6 | 5 | 284.0 | .1339 | 99 |
| *8322* | *Individual & family social services* | 157 | | 64.6 | .4858 | 0 |
| *8661* | *Religious organizations* | 276 | | 110.4 | .2044 | 0 |
| **Ionia** | **All mfg. & svcs.** | **581** | **13** | **794.4** | **.0139** | **50** |
| **Iosco** | **All mfg. & svcs.** | **495** | **6** | **364.0** | **.0064** | **37** |
| **Iron** | **All mfg. & svcs.** | **214** | | **118.4** | **.0021** | **0** |
| **Isabella** | **All mfg. & svcs.** | **601** | **9** | **463.6** | **.0081** | **43** |
| **Jackson** | **All mfg. & svcs.** | **1,989** | **46** | **2,705.7** | **.0473** | **53** |
| 3714 | Motor-vehicle parts & accessories | 15 | 9 | 463.5 | .7756 | 96 |
| *4961* | *Steam & air-conditioning supply* | 1 | 1 | 16.1 | 2.7404 | 100 |
| **Kalamazoo** | **All mfg. & svcs.** | **3,429** | **72** | **5,027.2** | **.0878** | **56** |
| 2621 | Paper mills | 7 | 4 | 299.0 | 1.3015 | 94 |
| 3465 | Automotive stampings | 1 | 1 | 553.5 | 3.4472 | 100 |
| *8062* | *General medical & surgical hospitals* | 5 | 2 | 236.2 | .1114 | 98 |
| *8221* | *Colleges & universities* | 3 | 2 | 136.9 | .2926 | 99 |
| *8231* | *Libraries* | 32 | 2 | 101.0 | 1.1875 | 97 |
| **Kalkaska** | **All mfg. & svcs.** | **160** | **2** | **103.1** | **.0018** | **17** |
| **Kent** | **All mfg. & svcs.** | **7,403** | **196** | **12,539.2** | **.2191** | **59** |
| 2396 | Automotive & apparel trimmings | 4 | 2 | 404.7 | 21.8179 | 99 |
| 2521 | Wood office furniture | 8 | 4 | 1,010.0 | 32.1707 | 99 |
| 3089 | Plastics products n.e.c. | 39 | 7 | 111.4 | .3420 | 54 |
| 3544 | Special dies, tools, jigs, & fixtures | 86 | 6 | 110.1 | 2.8355 | 70 |
| 3592 | Carburetors, pistons, rings, & valves | 2 | 1 | 214.1 | 8.1456 | 99 |
| 3679 | Electronic components n.e.c. | 5 | 4 | 168.2 | .8139 | 99 |
| 3714 | Motor-vehicle parts & accessories | 15 | 6 | 347.8 | .5820 | 80 |
| *4213* | *Nonlocal trucking* | 82 | 1 | 121.7 | .2034 | 5 |
| *6021* | *National commercial banks* | 6 | 4 | 239.6 | .2017 | 98 |
| *6411* | *Insurance agents, brokers, & service* | 360 | | 211.2 | .2419 | 0 |
| *8011* | *Offices & clinics of medical doctors* | 295 | | 113.9 | .1691 | 0 |
| *8062* | *General medical & surgical hospitals* | 7 | 6 | 409.3 | .1930 | 100 |
| *8069* | *Nonpsychiatric specialty hospitals* | 1 | 1 | 153.0 | 4.7022 | 100 |
| *8211* | *Elementary & secondary schools* | 238 | | 136.0 | .2181 | 0 |
| *8661* | *Religious organizations* | 494 | | 148.4 | .2748 | 0 |
| **Keweenaw** | **All mfg. & svcs.** | **14** | | **11.9** | **.0002** | **0** |
| **Lake** | **All mfg. & svcs.** | **126** | | **5[illegible].3** | **.0010** | **0** |
| **Lapeer** | **All mfg. & svcs.** | **789** | **13** | **747.5** | **.0131** | **41** |
| **Leelanau** | **All mfg. & svcs.** | **273** | **3** | **188.2** | **.0033** | **12** |
| **Lenawee** | **All mfg. & svcs.** | **1,281** | **37** | **1,847.5** | **.0323** | **57** |
| 3585 | Refrigeration & heating equipment | 5 | 3 | 220.6 | 1.0456 | 99 |
| **Livingston** | **All mfg. & svcs.** | **1,133** | **15** | **1,181.9** | **.0206** | **43** |
| **Luce** | **All mfg. & svcs.** | **117** | **2** | **87.0** | **.0015** | **49** |
| **Mackinac** | **All mfg. & svcs.** | **137** | **1** | **71.2** | **.0012** | **4** |
| **Macomb** | **All mfg. & svcs.** | **8,504** | **179** | **16,177.4** | **.2826** | **68** |
| 3089 | Plastics products n.e.c. | 112 | 16 | 481.7 | 1.4787 | 69 |
| 3465 | Automotive stampings | 38 | 10 | 1,676.6 | 10.4417 | 94 |
| 3523 | Farm machinery & equipment | 1 | 1 | 240.6 | 2.5310 | 100 |
| 3541 | Metal-cutting machine tools | 57 | 4 | 99.3 | 3.5837 | 63 |
| 3544 | Special dies, tools, jigs, & fixtures | 337 | 12 | 189.0 | 4.8675 | 42 |
| 3545 | Machine-tool accessories | 66 | 5 | 111.6 | 5.1791 | 60 |
| 3559 | Special-industry machinery n.e.c. | 12 | 3 | 126.3 | 1.6991 | 85 |
| 3599 | Industrial machinery n.e.c. | 202 | 5 | 226.1 | 1.1846 | 46 |
| 3713 | Truck & bus bodies | 5 | 2 | 453.4 | 4.5382 | 97 |
| 3714 | Motor-vehicle parts & accessories | 46 | 13 | 2,519.2 | 4.2157 | 95 |
| 3795 | Tanks & tank components | 2 | 2 | 1,513.8 | 67.2292 | 100 |
| *8011* | *Offices & clinics of medical doctors* | 388 | | 151.7 | .2252 | 0 |
| *8021* | *Offices & clinics of dentists* | 364 | | 108.6 | .4170 | 0 |
| *8062* | *General medical & surgical hospitals* | 6 | 5 | 161.0 | .0759 | 97 |
| *8211* | *Elementary & secondary schools* | 194 | | 128.0 | .2053 | 0 |
| *8351* | *Child day-care services* | 159 | | 31.8 | .4270 | 0 |
| *8661* | *Religious organizations* | 278 | | 83.4 | .1544 | 0 |
| *8711* | *Engineering services* | 145 | 3 | 130.4 | .4191 | 54 |
| **Manistee** | **All mfg. & svcs.** | **428** | **7** | **413.8** | **.0072** | **57** |
| **Marquette** | **All mfg. & svcs.** | **896** | **11** | **705.2** | **.0123** | **35** |
| **Mason** | **All mfg. & svcs.** | **436** | **12** | **498.5** | **.0087** | **53** |
| **Mecosta** | **All mfg. & svcs.** | **451** | **5** | **404.8** | **.0071** | **38** |
| **Menominee** | **All mfg. & svcs.** | **333** | **11** | **683.9** | **.0119** | **53** |
| **Midland** | **All mfg. & svcs.** | **831** | **11** | **652.6** | **.0114** | **40** |
| 2819 | Industrial inorganic chemicals n.e.c. | 1 | 1 | 4.0 | .0230 | 100 |
| **Missaukee** | **All mfg. & svcs.** | **131** | | **62.7** | **.0011** | **0** |
| **Monroe** | **All mfg. & svcs.** | **1,182** | **28** | **1,848.2** | **.0323** | **69** |
| 3469 | Metal stampings n.e.c. | 4 | 2 | 320.4 | 3.2588 | 98 |
| **Montcalm** | **All mfg. & svcs.** | **677** | **16** | **1,109.2** | **.0194** | **69** |
| 3632 | Household refrigerators & freezers | 3 | 2 | 355.8 | 12.6246 | 100 |
| **Montmorency** | **All mfg. & svcs.** | **168** | **1** | **63.5** | **.0011** | **17** |
| **Muskegon** | **All mfg. & svcs.** | **2,127** | **50** | **3,370.5** | **.0589** | **64** |
| 3364 | Nonferrous die-castings, exc. aluminum | 2 | 1 | 108.4 | 6.1890 | 100 |
| *8062* | *General medical & surgical hospitals* | 4 | 3 | 364.0 | .1717 | 99 |
| **Newaygo** | **All mfg. & svcs.** | **413** | **5** | **367.1** | **.0064** | **45** |
| **Oakland** | **All mfg. & svcs.** | **19,036** | **325** | **42,464.5** | **.7419** | **70** |
| 2013 | Sausages & other prepared meats | 3 | 1 | 111.3 | .6668 | 99 |
| 3089 | Plastics products n.e.c. | 125 | 13 | 352.8 | 1.0830 | 58 |
| 3541 | Metal-cutting machine tools | 67 | 5 | 124.9 | 4.5076 | 65 |
| 3544 | Special dies, tools, jigs, & fixtures | 266 | 11 | 238.5 | 6.1423 | 59 |
| 3545 | Machine-tool accessories | 84 | 5 | 115.7 | 5.3694 | 44 |
| 3599 | Industrial machinery n.e.c. | 204 | 6 | 185.8 | .9735 | 29 |
| 3711 | Motor vehicles & passenger-car bodies | 16 | 9 | 9,482.9 | 10.2319 | 100 |
| 3713 | Truck & bus bodies | 5 | 2 | 2,725.9 | 27.2844 | 100 |
| 3714 | Motor-vehicle parts & accessories | 57 | 12 | 971.1 | 1.6251 | 71 |
| *4212* | *Local trucking without storage* | 17 | 1 | 318.7 | .6575 | 91 |
| *6141* | *Personal credit institutions* | 127 | 1 | 3,087.8 | 7.4182 | 82 |
| *6162* | *Mortgage bankers & loan correspondents* | 54 | 3 | 705.3 | 5.9539 | 98 |
| *6411* | *Insurance agents, brokers, & service* | 911 | | 460.9 | .5278 | 0 |
| *6531* | *Real-estate agents & managers* | 708 | 4 | 2,299.3 | 2.5975 | 76 |
| *6712* | *Bank-holding companies* | 2 | 1 | 18.1 | .3369 | 39 |
| *7011* | *Hotels & motels* | 97 | 8 | 102.7 | .2221 | 47 |
| *7231* | *Beauty shops* | 555 | | 60.7 | .3880 | 0 |
| *7311* | *Advertising agencies* | 220 | 5 | 430.2 | .9843 | 40 |
| *7335* | *Commercial photography* | 139 | | 111.9 | 1.7192 | 0 |
| *7349* | *Building maintenance services n.e.c.* | 142 | 2 | 35.7 | .5380 | 28 |
| *7361* | *Employment agencies* | 131 | 1 | 43.6 | 1.1336 | 93 |
| *7374* | *Computer processing & data preparation* | 132 | 3 | 143.8 | .7505 | 37 |
| *7389* | *Business services n.e.c.* | 312 | 5 | 298.7 | 1.3188 | 35 |
| *8011* | *Offices & clinics of medical doctors* | 1,244 | 1 | 623.0 | .9248 | 43 |
| *8021* | *Offices & clinics of dentists* | 676 | | 201.1 | .7721 | 0 |
| *8049* | *Offices of health practitioners n.e.c.* | 421 | | 79.8 | .8636 | 0 |
| *8062* | *General medical & surgical hospitals* | 16 | 7 | 961.6 | .4535 | 99 |
| *8111* | *Legal services* | 1,339 | | 574.4 | .9421 | 0 |
| *8211* | *Elementary & secondary schools* | 325 | | 195.7 | .3138 | 0 |
| *8322* | *Individual & family social services* | 327 | | 103.1 | .7754 | 0 |
| *8351* | *Child day-care services* | 287 | | 57.4 | .7707 | 0 |
| *8661* | *Religious organizations* | 607 | | 242.8 | .4495 | 0 |
| *8711* | *Engineering services* | 361 | 7 | 393.6 | 1.2651 | 16 |
| *8721* | *Accounting, auditing, & bookkeeping* | 541 | 1 | 232.7 | .8266 | 3 |
| **Oceana** | **All mfg. & svcs.** | **273** | **3** | **172.3** | **.0030** | **22** |
| **Ogemaw** | **All mfg. & svcs.** | **305** | **2** | **187.2** | **.0033** | **18** |
| **Ontonagon** | **All mfg. & svcs.** | **154** | **5** | **724.5** | **.0127** | **87** |
| **Osceola** | **All mfg. & svcs.** | **263** | **10** | **462.0** | **.0081** | **63** |
| **Oscoda** | **All mfg. & svcs.** | **107** | **1** | **72.2** | **.0013** | **18** |
| **Otsego** | **All mfg. & svcs.** | **359** | **4** | **303.5** | **.0053** | **33** |
| **Ottawa** | **All mfg. & svcs.** | **2,321** | **90** | **4,670.1** | **.0816** | **71** |
| 2521 | Wood office furniture | 3 | 3 | 527.3 | 16.7957 | 100 |
| **Presque Isle** | **All mfg. & svcs.** | **206** | **2** | **164.5** | **.0029** | **33** |
| **Roscommon** | **All mfg. & svcs.** | **494** | **3** | **151.9** | **.0027** | **8** |
| **Saginaw** | **All mfg. & svcs.** | **2,977** | **45** | **6,691.7** | **.1169** | **73** |
| 2869 | Industrial organic chemicals n.e.c. | 1 | 1 | 921.0 | 3.6560 | 100 |
| 3321 | Gray- & ductile-iron foundries | 1 | 1 | 507.7 | 4.9215 | 100 |
| 3322 | Malleable-iron foundries | 1 | 1 | 164.1 | 21.9209 | 100 |
| 3714 | Motor-vehicle parts & accessories | 6 | 6 | 1,921.9 | 3.2162 | 100 |
| *8062* | *General medical & surgical hospitals* | 5 | 5 | 239.0 | .1127 | 100 |
| *8661* | *Religious organizations* | 208 | | 62.4 | .1155 | 0 |
| **St. Clair** | **All mfg. & svcs.** | **1,750** | **42** | **2,279.1** | **.0398** | **60** |
| **St. Joseph** | **All mfg. & svcs.** | **853** | **31** | **1,506.0** | **.0263** | **60** |
| **Sanilac** | **All mfg. & svcs.** | **537** | **15** | **559.5** | **.0098** | **49** |
| **Schoolcraft** | **All mfg. & svcs.** | **131** | **3** | **[illegible]34.5** | **.0018** | **48** |
| **Shiawassee** | **All mfg. & svcs.** | **861** | **13** | **675.1** | **.0118** | **35** |
| **Tuscola** | **All mfg. & svcs.** | **630** | **11** | **1,020.1** | **.0178** | **38** |
| **Van Buren** | **All mfg. & svcs.** | **783** | **17** | **1,086.6** | **.0190** | **54** |
| **Washtenaw** | **All mfg. & svcs.** | **4,364** | **90** | **8,752.9** | **.1529** | **74** |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 2 | 841.0 | .9074 | 100 |
| 3714 | Motor-vehicle parts & accessories | 13 | 10 | 2,984.0 | 4.9935 | 99 |
| *8011* | *Offices & clinics of medical doctors* | 513 | | 152.2 | .2259 | 0 |
| *8062* | *General medical & surgical hospitals* | 10 | 8 | 521.0 | .2457 | 100 |
| *8221* | *Colleges & universities* | 5 | 3 | 236.9 | .5063 | 99 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| *8661* | *Religious organizations* | *242* | | *72.8* | *.1348* | *0* |
| **Wayne** | **All mfg. & svcs.** | **24,711** | **516** | **70,345.1** | **1.2290** | **79** |
| 2011 | Meat-packing plants | 10 | 4 | 607.8 | 1.2431 | 91 |
| 2051 | Bread, cake, & related products | 36 | 4 | 200.6 | 1.0425 | 74 |
| 2082 | Malt beverages | 2 | 1 | 506.7 | 4.5722 | 100 |
| 2396 | Automotive & apparel trimmings | 8 | 3 | 426.4 | 22.9878 | 97 |
| 2711 | Newspapers | 64 | 5 | 421.5 | 1.5107 | 75 |
| 2752 | Commercial lithographic printing | 151 | 6 | 280.3 | 1.2685 | 27 |
| 2851 | Paints & allied products | 27 | 6 | 377.9 | 2.9405 | 66 |
| 3312 | Blast furnaces & steel mills | 16 | 5 | 2,283.2 | 8.3273 | 98 |
| 3316 | Cold-rolled steel sheet, strip, & bars | 18 | 5 | 457.8 | 7.3035 | 71 |
| 3452 | Bolts, nuts, rivets, & washers | 31 | 6 | 308.9 | 5.8273 | 40 |
| 3462 | Iron & steel forgings | 24 | 3 | 265.5 | 5.4740 | 73 |
| 3465 | Automotive stampings | 41 | 13 | 3,861.2 | 24.0473 | 96 |
| 3469 | Metal stampings n.e.c. | 40 | 9 | 268.9 | 2.7350 | 74 |
| 3519 | Internal-combustion engines n.e.c. | 4 | 4 | 847.2 | 9.6505 | 100 |
| 3523 | Farm machinery & equipment | 2 | 1 | 275.4 | 2.8970 | 99 |
| 3544 | Special dies, tools, jigs, & fixtures | 275 | 8 | 231.3 | 5.9569 | 62 |
| 3577 | Computer peripheral equipment n.e.c. | 5 | 1 | 33.1 | .1162 | 96 |
| 3599 | Industrial machinery n.e.c. | 199 | 1 | 168.9 | .8849 | 19 |
| 3711 | Motor vehicles & passenger-car bodies | 42 | 21 | 12,779.1 | 13.7884 | 99 |
| 3714 | Motor-vehicle parts & accessories | 77 | 28 | 6,223.1 | 10.4140 | 97 |
| *4213* | *Nonlocal trucking* | *219* | *4* | *527.6* | *.8819* | *41* |
| *4813* | *Nonradio telephone communications* | *7* | *1* | *874.5* | *.8822* | *96* |
| *4911* | *Electric services* | *10* | *6* | *2,653.8* | *1.8225* | *99* |
| *4922* | *Natural-gas transmission* | *6* | *5* | *2,255.5* | *5.3413* | *99* |
| *4953* | *Refuse systems* | *64* | *2* | *274.7* | *1.1405* | *40* |
| *6021* | *National commercial banks* | *13* | *8* | *2,429.3* | *2.0447* | *99* |
| *6022* | *State commercial banks* | *11* | *4* | *431.9* | *.5197* | *84* |
| *6141* | *Personal credit institutions* | *169* | *3* | *1,038.8* | *2.4956* | *94* |
| *6331* | *Fire, marine, & casualty insurance* | *8* | *2* | *192.1* | *.2286* | *88* |
| *6411* | *Insurance agents, brokers, & service* | *603* | | *471.2* | *.5396* | *0* |
| *6531* | *Real-estate agents & managers* | *711* | | *217.2* | *.2454* | *0* |
| *7011* | *Hotels & motels* | *205* | *12* | *295.0* | *.6381* | *87* |
| *7231* | *Beauty shops* | *1,060* | | *107.4* | *.6866* | *0* |
| *7331* | *Direct-mail advertising services* | *38* | *2* | *50.2* | *1.6838* | *88* |
| *7349* | *Building maintenance services n.e.c.* | *201* | *2* | *41.8* | *.6300* | *12* |
| *7372* | *Prepackaged software* | *21* | *2* | *199.2* | *1.6170* | *96* |
| *7389* | *Business services n.e.c.* | *236* | *4* | *136.0* | *.6004* | *36* |
| *7513* | *Truck rental & leasing, no drivers* | *31* | *1* | *64.1* | *1.0684* | *37* |
| *7532* | *Top & body repair & paint shops* | *407* | | *143.6* | *1.0787* | *0* |
| *7538* | *General automotive repair shops* | *548* | | *158.2* | *.6782* | *0* |
| *7699* | *Repair services n.e.c.* | *295* | *1* | *126.5* | *.8750* | *8* |
| *8011* | *Offices & clinics of medical doctors* | *1,395* | | *497.4* | *.7384* | *0* |
| *8021* | *Offices & clinics of dentists* | *909* | | *270.4* | *1.0382* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *562* | | *109.6* | *1.1861* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *190* | *21* | *66.4* | *1.0103* | *75* |
| *8062* | *General medical & surgical hospitals* | *48* | *43* | *2,965.3* | *1.3986* | *100* |
| *8111* | *Legal services* | *1,194* | *8* | *569.1* | *.9334* | *24* |
| *8211* | *Elementary & secondary schools* | *767* | *2* | *1,064.7* | *1.7074* | *56* |
| *8221* | *Colleges & universities* | *15* | *4* | *182.8* | *.3906* | *88* |
| *8222* | *Junior colleges & technical institutes* | *4* | *3* | *75.6* | *.9096* | *99* |
| *8351* | *Child day-care services* | *491* | | *98.2* | *1.3185* | *0* |
| *8631* | *Labor organizations* | *161* | *1* | *111.9* | *2.7039* | *43* |
| *8641* | *Civic & social associations* | *330* | | *98.8* | *.7789* | *0* |
| *8661* | *Religious organizations* | *1,730* | | *519.0* | *.9609* | *0* |
| *8711* | *Engineering services* | *195* | *2* | *160.3* | *.5152* | *12* |
| *8721* | *Accounting, auditing, & bookkeeping* | *312* | *7* | *227.6* | *.8085* | *57* |
| **Wexford** | **All mfg. & svcs.** | **483** | **16** | **619.7** | **.0108** | **55** |
| **STATE TOTAL** | **All mfg. & svcs.** | **125,678** | **2,479** | **253,740.2** | **4.4[illegible]32** | **70** |

## MINNESOTA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Aitkin** | **All mfg. & svcs.** | **190** | **3** | **176.0** | **.0031** | **10** |
| **Anoka** | **All mfg. & svcs.** | **792** | **29** | **1,980.1** | **.0346** | **73** |
| 3841 | Surgical & medical instruments | 1 | 1 | 94.0 | 1.6370 | 100 |
| 3845 | Electromedical equipment | 1 | 1 | 284.8 | 11.4171 | 100 |
| **Becker** | **All mfg. & svcs.** | **406** | **9** | **547.1** | **.0096** | **61** |
| **Beltrami** | **All mfg. & svcs.** | **485** | **8** | **440.4** | **.0077** | **32** |
| **Benton** | **All mfg. & svcs.** | **256** | **19** | **677.9** | **.0118** | **67** |
| **Big Stone** | **All mfg. & svcs.** | **137** | | **101.3** | **.0018** | **0** |
| **Blue Earth** | **All mfg. & svcs.** | **1,163** | **20** | **1,565.2** | **.0273** | **38** |
| **Brown** | **All mfg. & svcs.** | **555** | **12** | **1,087.4** | **.0190** | **55** |
| **Carlton** | **All mfg. & svcs.** | **337** | **7** | **512.2** | **.0089** | **56** |
| **Carver** | **All mfg. & svcs.** | **523** | **21** | **950.1** | **.0166** | **67** |
| **Cass** | **All mfg. & svcs.** | **416** | **2** | **167.4** | **.0029** | **3** |
| **Chippewa** | **All mfg. & svcs.** | **266** | | **235.8** | **.0041** | **0** |
| **Chisago** | **All mfg. & svcs.** | **334** | **7** | **264.6** | **.0046** | **34** |
| **Clay** | **All mfg. & svcs.** | **620** | **5** | **501.3** | **.0088** | **18** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Clearwater** | **All mfg. & svcs.** | **123** | | **79.1** | **.0014** | **0** |
| **Cook** | **All mfg. & svcs.** | **155** | **1** | **73.7** | **.0013** | **1** |
| **Cottonwood** | **All mfg. & svcs.** | **277** | **2** | **298.0** | **.0052** | **12** |
| **Crow Wing** | **All mfg. & svcs.** | **820** | **8** | **624.6** | **.0109** | **35** |
| **Dakota** | **All mfg. & svcs.** | **1,713** | **41** | **4,846.0** | **.0847** | **72** |
| **Dodge** | **All mfg. & svcs.** | **214** | **2** | **202.5** | **.0035** | **43** |
| **Douglas** | **All mfg. & svcs.** | **659** | **5** | **548.5** | **.0096** | **20** |
| **Faribault** | **All mfg. & svcs.** | **402** | **6** | **523.0** | **.0091** | **30** |
| 3695 | Magnetic & optical recording media | 1 | 1 | 49.5 | 3.2438 | 100 |
| **Fillmore** | **All mfg. & svcs.** | **397** | **5** | **344.3** | **.0060** | **12** |
| **Freeborn** | **All mfg. & svcs.** | **501** | **8** | **1,124.1** | **.0196** | **69** |
| **Goodhue** | **All mfg. & svcs.** | **629** | **19** | **854.5** | **.0149** | **39** |
| **Grant** | **All mfg. & svcs.** | **169** | **1** | **121.1** | **.0021** | **8** |
| **Hennepin** | **All mfg. & svcs.** | **21,164** | **514** | **46,297.8** | **.8089** | **68** |
| 2041 | Flour & other grain-mill products | 8 | 3 | 492.3 | 9.9270 | 93 |
| 2711 | Newspapers | 49 | 4 | 223.4 | .8007 | 80 |
| 2752 | Commercial lithographic printing | 147 | 7 | 332.4 | 1.5043 | 43 |
| 2759 | Commercial printing n.e.c. | 283 | 8 | 157.3 | 1.1637 | 41 |
| 3089 | Plastics products n.e.c. | 108 | 7 | 242.9 | .7456 | 53 |
| 3483 | Ammunition, except small-arms, n.e.c. | 1 | 1 | 154.3 | 5.7233 | 100 |
| 3524 | Lawn & garden equipment | 4 | 2 | 197.2 | 7.6304 | 93 |
| 3559 | Special-industry machinery n.e.c. | 19 | 2 | 158.1 | 2.1269 | 75 |
| 3571 | Electronic computers | 5 | 5 | 215.6 | 1.1268 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 27 | 4 | 308.2 | 1.0823 | 84 |
| 3599 | Industrial machinery n.e.c. | 272 | 4 | 191.5 | 1.0034 | 22 |
| 3625 | Relays & industrial controls | 13 | 3 | 394.2 | 5.4880 | 96 |
| 3714 | Motor-vehicle parts & accessories | 12 | 3 | 244.9 | .4098 | 90 |
| 3728 | Aircraft parts & equipment n.e.c. | 8 | 4 | 55.9 | .3814 | 86 |
| 3795 | Tanks & tank components | 1 | 1 | 192.9 | 8.5669 | 100 |
| 3822 | Environmental controls | 5 | 2 | 226.8 | 13.6192 | 99 |
| 3823 | Industrial process-control instruments | 15 | 2 | 212.3 | 6.3588 | 90 |
| *4213* | *Nonlocal trucking* | *66* | *3* | *207.3* | *.3465* | *51* |
| *4432* | *Freight transport on the great lakes* | *1* | *1* | *273.3* | *80.6433* | *100* |
| *4512* | *Scheduled air transportation* | *5* | *2* | *1,474.4* | *4.3451* | *99* |
| *4931* | *Electric & other services combined* | *1* | *1* | *582.5* | *1.9863* | *100* |
| *6021* | *National commercial banks* | *25* | *7* | *2,368.8* | *1.9938* | *93* |
| *6035* | *Federal savings institutions* | *3* | *3* | *876.3* | *2.1207* | *100* |
| *6036* | *Nonfederal savings institutions* | *57* | *4* | *1,492.8* | *1.4126* | *94* |
| *6141* | *Personal credit institutions* | *117* | *7* | *353.9* | *.8502* | *69* |
| *6211* | *Security brokers & dealers* | *135* | *7* | *1,992.1* | *1.5043* | *82* |
| *6311* | *Life insurance* | *18* | *8* | *2,154.1* | *1.8100* | *95* |
| *6411* | *Insurance agents, brokers, & service* | *1,095* | *5* | *1,628.4* | *1.8648* | *20* |
| *6531* | *Real-estate agents & managers* | *684* | *1* | *593.4* | *.6704* | *3* |
| *6712* | *Bank-holding companies* | *4* | *3* | *55.7* | *1.0368* | *34* |
| *6719* | *Holding companies n.e.c.* | *15* | *6* | *165.4* | *1.0874* | *70* |
| *7011* | *Hotels & motels* | *119* | *21* | *246.5* | *.5332* | *74* |
| *7231* | *Beauty shops* | *545* | | *58.0* | *.3708* | *0* |
| *7311* | *Advertising agencies* | *260* | *5* | *797.8* | *1.8254* | *58* |
| *7331* | *Direct-mail advertising services* | *49* | *2* | *181.2* | *6.0779* | *86* |
| *7336* | *Commercial art & graphic design* | *253* | | *121.4* | *2.6732* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *152* | *3* | *41.6* | *.6269* | *36* |
| *7372* | *Prepackaged software* | *150* | *8* | *428.5* | *3.4783* | *88* |
| *7374* | *Computer processing & data preparation* | *149* | *3* | *170.8* | *.8914* | *73* |
| *7379* | *Computer-related services n.e.c.* | *78* | *4* | *96.1* | *.9342* | *74* |
| *7384* | *Photofinishing laboratories* | *99* | *3* | *78.2* | *1.8702* | *68* |
| *7389* | *Business services n.e.c.* | *447* | *8* | *567.4* | *2.5051* | *82* |
| *7514* | *Passenger-car rental* | *63* | *2* | *217.5* | *2.9236* | *90* |
| *7538* | *General automotive repair shops* | *390* | | *120.9* | *.5183* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *910* | | *531.4* | *.7889* | *0* |
| *8021* | *Offices & clinics of dentists* | *705* | | *213.6* | *.8201* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *361* | | *92.8* | *1.0043* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *113* | *17* | *61.9* | *.9418* | *63* |
| *8062* | *General medical & surgical hospitals* | *18* | *14* | *1,326.2* | *.6255* | *100* |
| *8111* | *Legal services* | *1,323* | *11* | *496.8* | *.8148* | *30* |
| *8211* | *Elementary & secondary schools* | *285* | | *164.8* | *.2643* | *0* |
| *8641* | *Civic & social associations* | *247* | *2* | *106.8* | *.8420* | *7* |
| *8661* | *Religious organizations* | *712* | *1* | *295.3* | *.5467* | *4* |
| *8711* | *Engineering services* | *271* | *4* | *271.3* | *.8720* | *25* |
| *8712* | *Architectural services* | *182* | *1* | *163.3* | *1.3082* | *28* |
| *8721* | *Accounting, auditing, & bookkeeping* | *432* | *4* | *314.2* | *1.1161* | *23* |
| **Houston** | **All mfg. & svcs.** | **287** | **3** | **236.2** | **.0041** | **18** |
| **Hubbard** | **All mfg. & svcs.** | **282** | **1** | **133.3** | **.0023** | **8** |
| **Isanti** | **All mfg. & svcs.** | **240** | **5** | **236.5** | **.0041** | **25** |
| **Itasca** | **All mfg. & svcs.** | **500** | **7** | **654.0** | **.0114** | **55** |
| **Jackson** | **All mfg. & svcs.** | **179** | **4** | **250.0** | **.0044** | **41** |
| **Kanabec** | **All mfg. & svcs.** | **131** | **2** | **126.6** | **.0022** | **21** |
| **Kandiyohi** | **All mfg. & svcs.** | **664** | **7** | **571.5** | **.0100** | **26** |
| **Kittson** | **All mfg. & svcs.** | **116** | **1** | **73.3** | **.0013** | **10** |
| **Koochiching** | **All mfg. & svcs.** | **216** | **3** | **309.6** | **.0054** | **51** |

1987 S&MM Estimate

## MINNESOTA (cont.)

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Lac qui Parle** | All mfg. & svcs. | 142 | 1 | 114.9 | .0020 | 7 |
| **Lake** | All mfg. & svcs. | 175 | 1 | 77.5 | .0014 | 8 |
| **Lake of the Woods** | All mfg. & svcs. | 92 | 1 | 67.3 | .0012 | 5 |
| **Le Sueur** | All mfg. & svcs. | 410 | 6 | 381.9 | .0067 | 19 |
| **Lincoln** | All mfg. & svcs. | 147 | 1 | 100.5 | .0018 | 5 |
| **Lyon** | All mfg. & svcs. | 440 | 9 | 614.0 | .0107 | 47 |
| **McLeod** | All mfg. & svcs. | 564 | 12 | 984.3 | .0172 | 59 |
| 2672 | Coated & laminated paper n.e.c. | 1 | 1 | 269.6 | 17.1501 | 100 |
| **Mahnomen** | All mfg. & svcs. | 73 | | 48.6 | .0008 | 0 |
| **Marshall** | All mfg. & svcs. | 169 | 1 | 207.4 | .0036 | 51 |
| **Martin** | All mfg. & svcs. | 528 | 14 | 651.2 | .0114 | 45 |
| **Meeker** | All mfg. & svcs. | 333 | 2 | 234.8 | .0041 | 11 |
| **Mille Lacs** | All mfg. & svcs. | 337 | 5 | 274.0 | .0048 | 19 |
| **Morrison** | All mfg. & svcs. | 371 | 7 | 330.1 | .0058 | 37 |
| **Mower** | All mfg. & svcs. | 590 | 10 | 1,159.7 | .0203 | 69 |
| 2011 | Meat-packing plants | 2 | 2 | 422.7 | .8645 | 100 |
| **Murray** | All mfg. & svcs. | 179 | 1 | 150.2 | .0026 | 20 |
| **Nicollet** | All mfg. & svcs. | 200 | 5 | 195.8 | .0034 | 33 |
| **Nobles** | All mfg. & svcs. | 379 | 5 | 392.5 | .0069 | 25 |
| **Norman** | All mfg. & svcs. | 181 | 1 | 177.8 | .0031 | 1 |
| **Olmsted** | All mfg. & svcs. | 1,453 | 24 | 3,156.5 | .0551 | 68 |
| 3578 | Calculating & accounting equipment | 1 | 1 | 1,278.0 | 40.2799 | 100 |
| *7011* | *Hotels & motels* | *63* | *4* | *86.6* | *.1873* | *61* |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *226.0* | *.1066* | *100* |
| **Otter Tail** | All mfg. & svcs. | 812 | 14 | 935.5 | .0163 | 46 |
| **Pennington** | All mfg. & svcs. | 248 | 3 | 222.4 | .0039 | 23 |
| **Pine** | All mfg. & svcs. | 218 | 2 | 133.1 | .0023 | 11 |
| **Pipestone** | All mfg. & svcs. | 235 | 3 | 211.5 | .0037 | 22 |
| **Polk** | All mfg. & svcs. | 517 | 7 | 749.9 | .0131 | 43 |
| **Pope** | All mfg. & svcs. | 172 | | 111.9 | .0020 | 0 |
| **Ramsey** | All mfg. & svcs. | 8,360 | 212 | 22,032.5 | .3849 | 73 |
| 2671 | Coated & laminated packaging paper | 4 | 2 | 1,689.6 | 31.1034 | 100 |
| 2721 | Periodicals | 31 | 2 | 380.2 | 2.2059 | 94 |
| 2731 | Book publishing | 18 | 1 | 256.4 | 1.8835 | 95 |
| 2759 | Commercial printing n.e.c. | 115 | 5 | 142.3 | 1.0527 | 80 |
| 3577 | Computer peripheral equipment n.e.c. | 8 | 2 | 805.5 | 2.8287 | 99 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 1 | 799.6 | .8628 | 99 |
| *4213* | *Nonlocal trucking* | *99* | *10* | *320.4* | *.5355* | *47* |
| *6311* | *Life insurance* | *9* | *4* | *2,840.1* | *2.3864* | *94* |
| *6331* | *Fire, marine, & casualty insurance* | *5* | *4* | *2,514.0* | *2.9919* | *94* |
| *6411* | *Insurance agents, brokers, & service* | *438* | | *363.9* | *.4167* | *0* |
| *6531* | *Real-estate agents & managers* | *255* | *2* | *174.2* | *.1968* | *11* |
| *6719* | *Holding companies n.e.c.* | *3* | *2* | *26.3* | *.1729* | *95* |
| *7389* | *Business services n.e.c.* | *127* | *1* | *85.1* | *.3757* | *19* |
| *8011* | *Offices & clinics of medical doctors* | *414* | | *175.0* | *.2598* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *47* | *14* | *41.4* | *.6299* | *83* |
| *8062* | *General medical & surgical hospitals* | *9* | *8* | *571.5* | *.2695* | *100* |
| *8111* | *Legal services* | *418* | *3* | *149.0* | *.2444* | *24* |
| *8211* | *Elementary & secondary schools* | *159* | | *95.1* | *.1525* | *0* |
| *8221* | *Colleges & universities* | *18* | *6* | *263.8* | *.5637* | *94* |
| *8661* | *Religious organizations* | *370* | | *185.0* | *.3425* | *0* |
| **Red Lake** | All mfg. & svcs. | 77 | 1 | 63.4 | .0011 | 24 |
| **Redwood** | All mfg. & svcs. | 326 | 4 | 328.1 | .0057 | 23 |
| **Renville** | All mfg. & svcs. | 349 | 6 | 450.1 | .0079 | 39 |
| **Rice** | All mfg. & svcs. | 723 | 18 | 908.0 | .0159 | 57 |
| **Rock** | All mfg. & svcs. | 153 | 3 | 293.1 | .0051 | 43 |
| **Roseau** | All mfg. & svcs. | 174 | 3 | 262.3 | .0046 | 47 |
| **St. Louis** | All mfg. & svcs. | 3,190 | 33 | 2,983.2 | .0521 | 32 |
| *7011* | *Hotels & motels* | *158* | *1* | *84.2* | *.1821* | *7* |
| **Scott** | All mfg. & svcs. | 624 | 11 | 677.4 | .0118 | 37 |
| **Sherburne** | All mfg. & svcs. | 334 | 10 | 680.8 | .0119 | 61 |
| **Sibley** | All mfg. & svcs. | 228 | 4 | 294.9 | .0052 | 29 |
| **Stearns** | All mfg. & svcs. | 1,821 | 23 | 1,777.7 | .0311 | 36 |
| **Steele** | All mfg. & svcs. | 504 | 15 | 1,079.0 | .0189 | 60 |
| **Stevens** | All mfg. & svcs. | 176 | 3 | 158.7 | .0028 | 9 |
| **Swift** | All mfg. & svcs. | 239 | 2 | 163.7 | .0029 | 13 |
| **Todd** | All mfg. & svcs. | 270 | 6 | 353.1 | .0062 | 46 |
| **Traverse** | All mfg. & svcs. | 104 | | 70.8 | .0012 | 0 |
| **Wabasha** | All mfg. & svcs. | 318 | 6 | 411.7 | .0072 | 34 |
| **Wadena** | All mfg. & svcs. | 243 | 3 | 255.6 | .0045 | 12 |
| **Waseca** | All mfg. & svcs. | 270 | 6 | 476.8 | .0083 | 51 |
| **Washington** | All mfg. & svcs. | 993 | 15 | 1,495.8 | .0261 | 62 |
| 2431 | Millwork | 5 | 1 | 331.0 | 3.5174 | 99 |
| **Watonwan** | All mfg. & svcs. | 260 | 5 | 308.2 | .0054 | 25 |
| **Wilkin** | All mfg. & svcs. | 120 | 1 | 96.9 | .0017 | 11 |
| **Winona** | All mfg. & svcs. | 705 | 27 | 924.6 | .0162 | 47 |
| **Wright** | All mfg. & svcs. | 895 | 10 | 752.9 | .0132 | 27 |
| **Yellow Medicine** | All mfg. & svcs. | 227 | 4 | 214.8 | .0038 | 47 |
| **STATE TOTAL** | All mfg. & svcs. | 66,966 | 1,353 | 116,932.4 | 2.0430 | 60 |

## MISSISSIPPI

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adams** | All mfg. & svcs. | 671 | 8 | 695.6 | .0122 | 48 |
| **Alcorn** | All mfg. & svcs. | 427 | 12 | 582.8 | .0102 | 57 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 123.1 | .5470 | 100 |
| **Amite** | All mfg. & svcs. | 100 | 1 | 76.0 | .0013 | 34 |
| **Attala** | All mfg. & svcs. | 262 | 6 | 262.7 | .0046 | 30 |
| **Benton** | All mfg. & svcs. | 38 | 1 | 30.2 | .0005 | 17 |
| **Bolivar** | All mfg. & svcs. | 491 | 10 | 625.4 | .0109 | 57 |
| **Calhoun** | All mfg. & svcs. | 203 | 6 | 202.7 | .0035 | 35 |
| **Carroll** | All mfg. & svcs. | 35 | | 12.9 | .0002 | 0 |
| **Chickasaw** | All mfg. & svcs. | 251 | 20 | 468.0 | .0082 | 71 |
| 2512 | Upholstered wood household furniture | 21 | 5 | 123.6 | 2.3439 | 81 |
| **Choctaw** | All mfg. & svcs. | 90 | 5 | 97.3 | .0017 | 56 |
| **Claiborne** | All mfg. & svcs. | 107 | 3 | 121.4 | .0021 | 44 |
| **Clarke** | All mfg. & svcs. | 153 | 6 | 205.0 | .0036 | 40 |
| **Clay** | All mfg. & svcs. | 254 | 6 | 927.2 | .0162 | 85 |
| **Coahoma** | All mfg. & svcs. | 487 | 9 | 629.9 | .0110 | 44 |
| **Copiah** | All mfg. & svcs. | 217 | 13 | 305.1 | .0053 | 55 |
| **Covington** | All mfg. & svcs. | 151 | 3 | 163.1 | .0028 | 33 |
| **De Soto** | All mfg. & svcs. | 607 | 17 | 919.8 | .0161 | 53 |
| **Forrest** | All mfg. & svcs. | 1,286 | 20 | 1,315.5 | .0230 | 42 |
| *8221* | *Colleges & universities* | *2* | *1* | *104.0* | *.2223* | *97* |
| **Franklin** | All mfg. & svcs. | 70 | 3 | 82.0 | .0014 | 29 |
| **George** | All mfg. & svcs. | 162 | 2 | 151.1 | .0026 | 30 |
| **Greene** | All mfg. & svcs. | 58 | 1 | 42.5 | .0007 | 21 |
| **Grenada** | All mfg. & svcs. | 280 | 8 | 647.6 | .0113 | 73 |
| **Hancock** | All mfg. & svcs. | 304 | 7 | 393.3 | .0069 | 60 |
| **Harrison** | All mfg. & svcs. | 2,405 | 39 | 2,440.1 | .0426 | 51 |
| *7011* | *Hotels & motels* | *59* | *6* | *58.9* | *.1274* | *62* |
| *8062* | *General medical & surgical hospitals* | *8* | *5* | *239.5* | *.1130* | *97* |
| **Hinds** | All mfg. & svcs. | 5,141 | 84 | 6,843.8 | .1196 | 54 |
| *6021* | *National commercial banks* | *2* | *2* | *423.0* | *.3560* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *6* | *3* | *297.3* | *.3538* | *96* |
| *6411* | *Insurance agents, brokers, & service* | *352* | | *180.2* | *.2064* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *319* | | *100.3* | *.1489* | *0* |
| *8062* | *General medical & surgical hospitals* | *9* | *6* | *332.5* | *.1568* | *96* |
| *8661* | *Religious organizations* | *332* | | *166.0* | *.3073* | *0* |
| **Holmes** | All mfg. & svcs. | 205 | 5 | 176.7 | .0031 | 50 |
| **Humphreys** | All mfg. & svcs. | 137 | 2 | 151.5 | .0026 | 28 |
| **Issaquena** | All mfg. & svcs. | 4 | | 1.9 | .0000 | 0 |
| **Itawamba** | All mfg. & svcs. | 178 | 10 | 257.4 | .0045 | 61 |
| **Jackson** | All mfg. & svcs. | 1,334 | 22 | 1,986.8 | .0347 | 62 |
| 3731 | Ship building & repairing | 9 | 5 | 419.4 | 6.1013 | 99 |
| **Jasper** | All mfg. & svcs. | 143 | 3 | 177.4 | .0031 | 16 |
| **Jefferson** | All mfg. & svcs. | 53 | 2 | 56.2 | .0010 | 26 |
| **Jefferson Davis** | All mfg. & svcs. | 137 | 1 | 67.6 | .0012 | 7 |
| **Jones** | All mfg. & svcs. | 821 | 19 | 1,030.7 | .0180 | 40 |
| **Kemper** | All mfg. & svcs. | 79 | 3 | 51.4 | .0009 | 43 |
| **Lafayette** | All mfg. & svcs. | 391 | 5 | 498.1 | .0087 | 47 |
| **Lamar** | All mfg. & svcs. | 123 | 5 | 421.0 | .0074 | 73 |
| **Lauderdale** | All mfg. & svcs. | 1,071 | 29 | 1,340.6 | .0234 | 46 |
| **Lawrence** | All mfg. & svcs. | 122 | 4 | 220.8 | .0039 | 68 |
| **Leake** | All mfg. & svcs. | 202 | 8 | 224.2 | .0039 | 59 |
| **Lee** | All mfg. & svcs. | 1,093 | 36 | 1,668.4 | .0291 | 59 |
| 2512 | Upholstered wood household furniture | 15 | 7 | 155.0 | 2.9394 | 94 |
| **Leflore** | All mfg. & svcs. | 549 | 13 | 542.0 | .0095 | 44 |
| **Lincoln** | All mfg. & svcs. | 415 | 4 | 325.1 | .0057 | 27 |
| **Lowndes** | All mfg. & svcs. | 877 | 23 | 1,168.0 | .0204 | 59 |
| **Madison** | All mfg. & svcs. | 449 | 9 | 415.3 | .0073 | 37 |
| **Marion** | All mfg. & svcs. | 269 | 6 | 287.1 | .0050 | 28 |
| **Marshall** | All mfg. & svcs. | 254 | 4 | 304.4 | .0053 | 35 |
| **Monroe** | All mfg. & svcs. | 373 | 18 | 720.5 | .0126 | 51 |
| 2325 | Men's & boys' trousers & slacks | 9 | 9 | 83.2 | 2.1512 | 100 |
| **Montgomery** | All mfg. & svcs. | 135 | 6 | 127.4 | .0022 | 47 |
| **Neshoba** | All mfg. & svcs. | 240 | 11 | 279.7 | .0049 | 62 |
| **Newton** | All mfg. & svcs. | 204 | 8 | 240.2 | .0042 | 52 |
| **Noxubee** | All mfg. & svcs. | 117 | 6 | 126.7 | .0022 | 37 |
| **Oktibbeha** | All mfg. & svcs. | 448 | 11 | 605.5 | .0106 | 61 |
| *8221* | *Colleges & universities* | *2* | *1* | *178.9* | *.3823* | *100* |
| **Panola** | All mfg. & svcs. | 311 | 8 | 349.8 | .0061 | 43 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Pearl River** | All mfg. & svcs. | 409 | 5 | 279.0 | .0049 | 19 |
| **Perry** | All mfg. & svcs. | 69 | 2 | 55.1 | .0010 | 30 |
| **Pike** | All mfg. & svcs. | 575 | 9 | 590.0 | .0103 | 40 |
| **Pontotoc** | All mfg. & svcs. | 191 | 12 | 249.9 | .0044 | 52 |
| **Prentiss** | All mfg. & svcs. | 301 | 14 | 406.5 | .0071 | 63 |
| **Quitman** | All mfg. & svcs. | 107 | 2 | 225.0 | .0039 | 77 |
| **Rankin** | All mfg. & svcs. | 368 | 12 | 593.9 | .0104 | 48 |
| **Scott** | All mfg. & svcs. | 272 | 10 | 482.0 | .0084 | 55 |
| **Sharkey** | All mfg. & svcs. | 99 | 2 | 112.2 | .0020 | 50 |
| **Simpson** | All mfg. & svcs. | 238 | 5 | 261.9 | .0046 | 48 |
| **Smith** | All mfg. & svcs. | 120 | 10 | 286.0 | .0050 | 79 |
| **Stone** | All mfg. & svcs. | 114 | 3 | 185.4 | .0032 | 31 |
| **Sunflower** | All mfg. & svcs. | 293 | 9 | 289.4 | .0051 | 38 |
| **Tallahatchie** | All mfg. & svcs. | 129 | 3 | 64.3 | .0011 | 24 |
| **Tate** | All mfg. & svcs. | 234 | 4 | 230.6 | .0040 | 42 |
| **Tippah** | All mfg. & svcs. | 214 | 11 | 317.0 | .0055 | 65 |
| **Tishomingo** | All mfg. & svcs. | 196 | 8 | 222.7 | .0039 | 50 |
| **Tunica** | All mfg. & svcs. | 72 | 1 | 86.2 | .0015 | 19 |
| **Union** | All mfg. & svcs. | 229 | 8 | 428.7 | .0075 | 57 |
| **Walthall** | All mfg. & svcs. | 149 | 2 | 135.6 | .0024 | 18 |
| **Warren** | All mfg. & svcs. | 682 | 12 | 749.7 | .0131 | 33 |
| **Washington** | All mfg. & svcs. | 865 | 17 | 1,115.7 | .0195 | 43 |
| **Wayne** | All mfg. & svcs. | 187 | 5 | 176.9 | .0031 | 49 |
| **Webster** | All mfg. & svcs. | 112 | 6 | 106.1 | .0019 | 55 |
| **Wilkinson** | All mfg. & svcs. | 91 | 3 | 64.3 | .0011 | 38 |
| **Winston** | All mfg. & svcs. | 231 | 8 | 443.3 | .0077 | 65 |
| **Yalobusha** | All mfg. & svcs. | 120 | 5 | 176.2 | .0031 | 58 |
| **Yazoo** | All mfg. & svcs. | 289 | 4 | 389.6 | .0068 | 51 |
| **STATE TOTAL** | All mfg. & svcs. | 31,940 | 783 | 40,786.6 | .7126 | 52 |

## MISSOURI

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adair** | All mfg. & svcs. | 447 | 8 | 448.2 | .0078 | 48 |
| **Andrew** | All mfg. & svcs. | 128 |  | 64.8 | .0011 | 0 |
| **Atchison** | All mfg. & svcs. | 156 | 2 | 241.1 | .0042 | 57 |
| **Audrain** | All mfg. & svcs. | 447 | 9 | 515.2 | .0090 | 38 |
| **Barry** | All mfg. & svcs. | 564 | 10 | 618.1 | .0108 | 49 |
| **Barton** | All mfg. & svcs. | 186 | 3 | 640.3 | .0112 | 77 |
| **Bates** | All mfg. & svcs. | 241 | 3 | 246.8 | .0043 | 11 |
| **Benton** | All mfg. & svcs. | 232 | 1 | 85.9 | .0015 | 8 |
| **Bollinger** | All mfg. & svcs. | 82 | 1 | 56.3 | .0010 | 7 |
| **Boone** | All mfg. & svcs. | 1,757 | 25 | 2,111.6 | .0369 | 54 |
| *8062* | *General medical & surgical hospitals* | *5* | *5* | *296.4* | *.1398* | *100* |
| **Buchanan** | All mfg. & svcs. | 1,390 | 38 | 2,030.9 | .0355 | 61 |
| **Butler** | All mfg. & svcs. | 584 | 8 | 448.7 | .0078 | 33 |
| **Caldwell** | All mfg. & svcs. | 123 | 1 | 121.7 | .0021 | 24 |
| **Callaway** | All mfg. & svcs. | 419 | 8 | 407.6 | .0071 | 39 |
| **Camden** | All mfg. & svcs. | 752 | 4 | 442.0 | .0077 | 25 |
| **Cape Girardeau** | All mfg. & svcs. | 1,065 | 19 | 1,875.5 | .0328 | 63 |
| **Carroll** | All mfg. & svcs. | 193 | 2 | 175.7 | .0031 | 46 |
| **Carter** | All mfg. & svcs. | 99 | 2 | 77.8 | .0014 | 27 |
| **Cass** | All mfg. & svcs. | 649 | 3 | 347.7 | .0061 | 14 |
| **Cedar** | All mfg. & svcs. | 234 | 5 | 187.6 | .0033 | 21 |
| **Chariton** | All mfg. & svcs. | 169 | 1 | 96.6 | .0017 | 7 |
| **Christian** | All mfg. & svcs. | 306 | 2 | 208.5 | .0036 | 38 |
| **Clark** | All mfg. & svcs. | 116 |  | 60.1 | .0011 | 0 |
| **Clay** | All mfg. & svcs. | 923 | 41 | 1,953.6 | .0341 | 60 |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *131.0* | *.0618* | *100* |
| **Clinton** | All mfg. & svcs. | 294 | 3 | 191.8 | .0034 | 28 |
| **Cole** | All mfg. & svcs. | 1,217 | 16 | 1,327.4 | .0232 | 53 |
| **Cooper** | All mfg. & svcs. | 252 | 5 | 231.9 | .0041 | 21 |
| **Crawford** | All mfg. & svcs. | 298 | 2 | 206.1 | .0036 | 22 |
| **Dade** | All mfg. & svcs. | 108 | 1 | 55.5 | .0010 | 5 |
| **Dallas** | All mfg. & svcs. | 178 |  | 76.1 | .0013 | 0 |
| **Daviess** | All mfg. & svcs. | 108 | 1 | 77.5 | .0014 | 26 |
| **De Kalb** | All mfg. & svcs. | 78 |  | 37.3 | .0007 | 0 |
| **Dent** | All mfg. & svcs. | 240 | 4 | 154.8 | .0027 | 31 |
| **Douglas** | All mfg. & svcs. | 124 | 2 | 125.0 | .0022 | 53 |
| **Dunklin** | All mfg. & svcs. | 550 | 6 | 435.2 | .0076 | 37 |
| **Franklin** | All mfg. & svcs. | 1,106 | 30 | 1,284.7 | .0224 | 45 |
| **Gasconade** | All mfg. & svcs. | 279 | 7 | 240.9 | .0042 | 33 |
| **Gentry** | All mfg. & svcs. | 161 | 1 | 94.6 | .0017 | 11 |
| **Greene** | All mfg. & svcs. | 3,781 | 54 | 5,381.7 | .0940 | 52 |
| 3651 | Household audio & video equipment | 1 | 1 | 461.1 | 4.7088 | 100 |
| *8062* | *General medical & surgical hospitals* | *6* | *4* | *286.0* | *.1349* | *99* |
| *8661* | *Religious organizations* | *204* |  | *61.0* | *.1129* | *0* |
| **Grundy** | All mfg. & svcs. | 222 | 3 | 175.8 | .0031 | 31 |
| **Harrison** | All mfg. & svcs. | 215 | 1 | 123.8 | .0022 | 2 |
| **Henry** | All mfg. & svcs. | 414 | 5 | 312.9 | .0055 | 29 |
| **Hickory** | All mfg. & svcs. | 76 |  | 45.5 | .0008 | 0 |
| **Holt** | All mfg. & svcs. | 127 | 1 | 155.6 | .0027 | 45 |
| **Howard** | All mfg. & svcs. | 152 | 4 | 160.1 | .0026 | 37 |
| **Howell** | All mfg. & svcs. | 473 | 11 | 494.4 | .0086 | 43 |
| **Iron** | All mfg. & svcs. | 142 | 3 | 127.1 | .0022 | 29 |
| **Jackson** | All mfg. & svcs. | 13,692 | 285 | 27,705.0 | .4840 | 65 |
| 2752 | Commercial lithographic printing | 120 | 4 | 196.2 | .8879 | 29 |
| 2834 | Pharmaceutical preparations | 10 | 2 | 588.4 | 2.1290 | 96 |
| 3312 | Blast furnaces & steel mills | 3 | 1 | 300.6 | 1.0963 | 98 |
| 3482 | Small-arms ammunition | 2 | 1 | 529.6 | 26.1131 | 98 |
| 3661 | Telephone & telegraph apparatus | 2 | 1 | 633.4 | 2.8147 | 100 |
| 3679 | Electronic components n.e.c. | 3 | 2 | 483.3 | 2.3387 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 1 | 1,663.2 | 1.7946 | 100 |
| *4213* | *Nonlocal trucking* | *105* | *6* | *400.9* | *.6701* | *66* |
| *4512* | *Scheduled air transportation* | *4* | *2* | *206.4* | *.6083* | *93* |
| *4581* | *Airports, flying fields, & services* | *19* | *4* | *710.3* | *2.3142* | *97* |
| *4612* | *Crude-petroleum pipelines* | *1* | *1* | *54.6* | *1.9188* | *100* |
| *4813* | *Nonradio telephone communications* | *22* | *4* | *732.9* | *.7393* | *63* |
| *4911* | *Electric services* | *9* | *6* | *691.7* | *.4750* | *98* |
| *4924* | *Natural-gas distribution* | *3* | *1* | *343.3* | *1.8958* | *98* |
| *6021* | *National commercial banks* | *16* | *5* | *509.6* | *.4289* | *86* |
| *6022* | *State commercial banks* | *42* | *7* | *604.2* | *.7271* | *66* |
| *6311* | *Life insurance* | *18* | *8* | *1,382.7* | *1.1618* | *96* |
| *6411* | *Insurance agents, brokers, & service* | *671* | *2* | *745.4* | *.8536* | *30* |
| *6531* | *Real-estate agents & managers* | *503* | *1* | *631.4* | *.7133* | *2* |
| *7011* | *Hotels & motels* | *103* | *14* | *207.6* | *.4490* | *79* |
| *7231* | *Beauty shops* | *587* |  | *59.8* | *.3823* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *99* | *3* | *45.7* | *.6887* | *59* |
| *7832* | *Non-drive-in motion-picture theaters* | *48* | *2* | *328.8* | *5.5936* | *97* |
| *8011* | *Offices & clinics of medical doctors* | *657* |  | *252.9* | *.3754* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *357* |  | *105.1* | *1.1374* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *80* | *6* | *35.2* | *.5356* | *80* |
| *8062* | *General medical & surgical hospitals* | *25* | *18* | *1,023.1* | *.4825* | *99* |
| *8111* | *Legal services* | *567* | *10* | *249.2* | *.4087* | *37* |
| *8211* | *Elementary & secondary schools* | *274* |  | *167.2* | *.2681* | *0* |
| *8641* | *Civic & social associations* | *146* |  | *60.4* | *.4762* | *0* |
| *8661* | *Religious organizations* | *604* | *1* | *243.8* | *.4514* | *1* |
| *8711* | *Engineering services* | *100* | *2* | *95.1* | *.3057* | *73* |
| *8721* | *Accounting, auditing, & bookkeeping* | *235* | *5* | *294.6* | *1.0465* | *69* |
| **Jasper** | All mfg. & svcs. | 2,028 | 51 | 2,878.2 | .0503 | 58 |
| *4213* | *Nonlocal trucking* | *35* | *4* | *200.6* | *.3353* | *80* |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *136.0* | *.0641* | *100* |
| **Jefferson** | All mfg. & svcs. | 1,334 | 20 | 1,525.7 | .0267 | 59 |
| **Johnson** | All mfg. & svcs. | 599 | 9 | 392.9 | .0069 | 31 |
| **Knox** | All mfg. & svcs. | 91 |  | 58.9 | .0010 | 0 |
| **Laclede** | All mfg. & svcs. | 410 | 9 | 374.4 | .0065 | 42 |
| **Lafayette** | All mfg. & svcs. | 548 | 7 | 399.4 | .0070 | 11 |
| **Lawrence** | All mfg. & svcs. | 461 | 10 | 435.9 | .0076 | 32 |
| **Lewis** | All mfg. & svcs. | 169 | 2 | 100.8 | .0018 | 20 |
| **Lincoln** | All mfg. & svcs. | 313 | 3 | 220.4 | .0039 | 11 |
| **Linn** | All mfg. & svcs. | 336 | 6 | 321.8 | .0056 | 38 |
| **Livingston** | All mfg. & svcs. | 325 | 4 | 317.5 | .0055 | 27 |
| **McDonald** | All mfg. & svcs. | 208 | 4 | 172.9 | .0030 | 45 |
| **Macon** | All mfg. & svcs. | 224 | 3 | 197.0 | .0034 | 45 |
| **Madison** | All mfg. & svcs. | 152 | 2 | 166.5 | .0029 | 31 |
| **Maries** | All mfg. & svcs. | 76 |  | 85.0 | .0015 | 0 |
| **Marion** | All mfg. & svcs. | 533 | 16 | 821.0 | .0143 | 60 |
| **Mercer** | All mfg. & svcs. | 61 |  | 41.9 | .0007 | 0 |
| **Miller** | All mfg. & svcs. | 415 | 5 | 271.8 | .0047 | 34 |
| **Mississippi** | All mfg. & svcs. | 202 | 2 | 174.9 | .0031 | 18 |
| **Moniteau** | All mfg. & svcs. | 182 | 4 | 216.5 | .0038 | 46 |
| **Monroe** | All mfg. & svcs. | 167 | 2 | 177.9 | .0031 | 31 |
| **Montgomery** | All mfg. & svcs. | 145 | 2 | 107.8 | .0019 | 22 |
| **Morgan** | All mfg. & svcs. | 258 | 2 | 117.4 | .0021 | 13 |
| **New Madrid** | All mfg. & svcs. | 218 | 3 | 276.0 | .0048 | 57 |
| **Newton** | All mfg. & svcs. | 357 | 10 | 628.5 | .0110 | 58 |
| **Nodaway** | All mfg. & svcs. | 380 | 3 | 338.0 | .0059 | 26 |
| **Oregon** | All mfg. & svcs. | 131 | 1 | 73.5 | .0013 | 5 |
| **Osage** | All mfg. & svcs. | 136 | 2 | 164.1 | .0029 | 15 |
| **Ozark** | All mfg. & svcs. | 125 |  | 62.7 | .0011 | 0 |
| **Pemiscot** | All mfg. & svcs. | 275 | 6 | 234.7 | .0041 | 49 |
| **Perry** | All mfg. & svcs. | 230 | 5 | 249.4 | .0044 | 31 |
| **Pettis** | All mfg. & svcs. | 688 | 12 | 734.1 | .0128 | 44 |
| **Phelps** | All mfg. & svcs. | 677 | 4 | 423.1 | .0074 | 20 |
| **Pike** | All mfg. & svcs. | 190 | 5 | 307.8 | .0054 | 42 |

1987 S&MM Estimate

## MISSOURI (cont.)

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Platte** | All mfg. & svcs. | 226 | 2 | 203.6 | .0036 | 18 |
| **Polk** | All mfg. & svcs. | 317 | 3 | 198.2 | .0035 | 12 |
| **Pulaski** | All mfg. & svcs. | 436 | 4 | 338.2 | .0059 | 32 |
| **Putnam** | All mfg. & svcs. | 88 | | 63.2 | .0011 | 0 |
| **Ralls** | All mfg. & svcs. | 41 | | 50.0 | .0009 | 0 |
| **Randolph** | All mfg. & svcs. | 395 | 9 | 626.7 | .0109 | 63 |
| **Ray** | All mfg. & svcs. | 242 | 4 | 155.8 | .0027 | 28 |
| **Reynolds** | All mfg. & svcs. | 116 | 1 | 66.7 | .0012 | 5 |
| **Ripley** | All mfg. & svcs. | 144 | 2 | 89.6 | .0016 | 21 |
| **St. Charles** | All mfg. & svcs. | 2,015 | 21 | 2,096.9 | .0366 | 54 |
| **St. Clair** | All mfg. & svcs. | 116 | 1 | 61.8 | .0011 | 10 |
| **Ste. Genevieve** | All mfg. & svcs. | 13 | 6 | 188.8 | .0033 | 76 |
| **St. Francois** | All mfg. & svcs. | 634 | 8 | 483.1 | .0084 | 29 |
| **St. Louis** | All mfg. & svcs. | 4,522 | 105 | 9,928.6 | .1735 | 37 |
| 3713 | Truck & bus bodies | 1 | 1 | 201.5 | 2.0169 | 100 |
| 4813 | Nonradio telephone communications | 8 | 3 | 540.8 | .5455 | 91 |
| 6552 | Land subdividers & developers n.e.c. | 20 | 2 | 217.1 | 1.8837 | 98 |
| 8062 | General medical & surgical hospitals | 8 | 4 | 366.5 | .1729 | 97 |
| 8661 | Religious organizations | 150 | | 60.1 | .1113 | 0 |
| 8741 | Management services | 32 | 1 | 109.8 | 1.1414 | 91 |
| **St. Louis city** | All mfg. & svcs. | 18,939 | 448 | 45,028.2 | .7867 | 76 |
| 2051 | Bread, cake, & related products | 30 | 5 | 329.7 | 1.7134 | 88 |
| 2082 | Malt beverages | 2 | 1 | 1,786.7 | 16.1221 | 100 |
| 2711 | Newspapers | 47 | 3 | 115.6 | .4143 | 65 |
| 2752 | Commercial lithographic printing | 169 | 7 | 316.6 | 1.4328 | 32 |
| 2759 | Commercial printing n.e.c. | 183 | 6 | 115.3 | .8530 | 43 |
| 2824 | Noncellulosic manmade organic fibers | 2 | 1 | 95.2 | 1.3417 | 94 |
| 2841 | Soap & other detergents | 15 | 6 | 611.5 | 7.0182 | 89 |
| 2869 | Industrial organic chemicals n.e.c. | 12 | 4 | 408.5 | 1.6216 | 91 |
| 2879 | Agricultural chemicals n.e.c. | 6 | 1 | 57.4 | 1.4675 | 24 |
| 3143 | Men's nonathletic footwear | 1 | 1 | 148.3 | 5.8007 | 100 |
| 3144 | Women's nonathletic footwear | 6 | 4 | 40.7 | 1.4259 | 97 |
| 3312 | Blast furnaces & steel mills | 11 | 6 | 137.0 | .4997 | 87 |
| 3325 | Steel foundries n.e.c. | 4 | 2 | 201.8 | 6.1455 | 100 |
| 3443 | Fabricated plate work (boiler shops) | 17 | 4 | 236.3 | 2.9308 | 87 |
| 3621 | Motors & generators | 8 | 6 | 363.3 | 4.9422 | 98 |
| 3721 | Aircraft | 2 | 2 | 1,880.5 | 4.7535 | 100 |
| 4011 | Line-haul operating railroads | 18 | 2 | 1,905.2 | 7.8089 | 97 |
| 4213 | Nonlocal trucking | 130 | 8 | 556.5 | .9302 | 69 |
| 4512 | Scheduled air transportation | 6 | 1 | 656.3 | 1.9341 | 97 |
| 4813 | Nonradio telephone communications | 17 | 1 | 5,000.8 | 5.0446 | 98 |
| 6021 | National commercial banks | 15 | 8 | 993.4 | .8361 | 93 |
| 6022 | State commercial banks | 47 | 6 | 610.3 | .7344 | 39 |
| 6211 | Security brokers & dealers | 77 | 3 | 720.5 | .5441 | 69 |
| 6411 | Insurance agents, brokers, & servic | 929 | 1 | 1,185.8 | 1.3580 | 54 |
| 6531 | Real estate agents & managers | 699 | | 233.8 | .2641 | 0 |
| 6719 | Holding companies n.e.c. | 11 | 2 | 582.7 | 3.8308 | 91 |
| 6799 | Investors n.e.c. | 2 | 2 | 2,287.0 | 8.0532 | 100 |
| 7011 | Hotels & motels | 99 | 16 | 278.4 | .6022 | 87 |
| 7231 | Beauty shops | 801 | | 81.5 | .5210 | 0 |
| 7349 | Building maintenance services n.e.c. | 144 | 2 | 37.0 | .5576 | 25 |
| 7389 | Business services n.e.c. | 237 | 3 | 149.1 | .6583 | 29 |
| 8011 | Offices & clinics of medical doctors | 1,210 | | 358.4 | .5320 | 0 |
| 8021 | Offices & clinics of dentists | 570 | | 115.3 | .4427 | 0 |
| 8059 | Nursing & personal care n.e.c. | 90 | 9 | 26.8 | .4078 | 60 |
| 8062 | General medical & surgical hospitals | 29 | 24 | 1,964.8 | .9267 | 100 |
| 8063 | Psychiatric hospitals | 2 | 2 | 138.0 | 1.3588 | 100 |
| 8111 | Legal services | 768 | 9 | 282.0 | .4625 | 30 |
| 8211 | Elementary & secondary schools | 440 | 4 | 989.0 | 1.5860 | 75 |
| 8221 | Colleges & universities | 12 | 5 | 433.7 | .9268 | 98 |
| 8641 | Civic & social associations | 175 | | 69.8 | .5503 | 0 |
| 8661 | Religious organizations | 896 | | 358.9 | .6645 | 0 |
| 8711 | Engineering services | 189 | 6 | 223.1 | .7171 | 76 |
| 8721 | Accounting, auditing, & bookkeeping | 320 | 5 | 230.5 | .8188 | 37 |
| **Saline** | All mfg. & svcs. | 428 | 8 | 700.8 | .0122 | 62 |
| **Schuyler** | All mfg. & svcs. | 66 | | 41.3 | .0007 | 0 |
| **Scotland** | All mfg. & svcs. | 104 | | 65.6 | .0011 | 0 |
| **Scott** | All mfg. & svcs. | 648 | 15 | 602.3 | .0105 | 41 |
| **Shannon** | All mfg. & svcs. | 84 | 3 | 59.7 | .0010 | 31 |
| **Shelby** | All mfg. & svcs. | 138 | 1 | 83.1 | .0015 | 19 |
| **Stoddard** | All mfg. & svcs. | 414 | 7 | 358.0 | .0063 | 31 |
| **Stone** | All mfg. & svcs. | 326 | 2 | 171.4 | .0030 | 21 |
| **Sullivan** | All mfg. & svcs. | 120 | 1 | 142.1 | .0025 | 46 |
| **Taney** | All mfg. & svcs. | 795 | 3 | 379.6 | .0066 | 13 |
| **Texas** | All mfg. & svcs. | 330 | 6 | 332.7 | .0058 | 51 |
| **Vernon** | All mfg. & svcs. | 312 | 9 | 567.3 | .0099 | 70 |
| **Warren** | All mfg. & svcs. | 209 | 5 | 272.1 | .0048 | 58 |
| **Washington** | All mfg. & svcs. | 183 | 1 | 117.2 | .0020 | 5 |
| **Wayne** | All mfg. & svcs. | 146 | 1 | 126.6 | .0022 | 42 |
| **Webster** | All mfg. & svcs. | 278 | 8 | 355.8 | .0062 | 63 |
| **Worth** | All mfg. & svcs. | 52 | | 23.7 | .0004 | 0 |
| **Wright** | All mfg. & svcs. | 283 | 4 | 256.7 | .0045 | 42 |
| **STATE TOTAL** | All mfg. & svcs. | 81,353 | 1,543 | 129,986.8 | 2.2710 | 60 |

## MONTANA

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Beaverhead** | All mfg. & svcs. | 176 | 2 | 143.7 | .0025 | 10 |
| **Big Horn** | All mfg. & svcs. | 121 | | 78.9 | .0014 | 0 |
| **Blaine** | All mfg. & svcs. | 110 | | 53.7 | .0009 | 0 |
| **Broadwater** | All mfg. & svcs. | 60 | | 31.5 | .0006 | 0 |
| **Carbon** | All mfg. & svcs. | 158 | | 78.3 | .0014 | 0 |
| **Carter** | All mfg. & svcs. | 34 | | 16.5 | .0003 | 0 |
| **Cascade** | All mfg. & svcs. | 1,343 | 11 | 1,305.6 | .0228 | 24 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 128.0 | .0604 | 100 |
| **Chouteau** | All mfg. & svcs. | 107 | | 62.0 | .0011 | 0 |
| **Custer** | All mfg. & svcs. | 298 | 4 | 242.4 | .0042 | 15 |
| **Daniels** | All mfg. & svcs. | 50 | | 41.5 | .0007 | 0 |
| **Dawson** | All mfg. & svcs. | 234 | 2 | 198.4 | .0035 | 36 |
| **Deer Lodge** | All mfg. & svcs. | 161 | 1 | 85.3 | .0015 | 4 |
| **Fallon** | All mfg. & svcs. | 89 | | 61.5 | .0011 | 0 |
| **Fergus** | All mfg. & svcs. | 235 | 3 | 193.7 | .0034 | 18 |
| **Flathead** | All mfg. & svcs. | 1,499 | 12 | 1,131.1 | .0198 | 35 |
| **Gallatin** | All mfg. & svcs. | 1,111 | 6 | 737.0 | .0129 | 13 |
| **Garfield** | All mfg. & svcs. | 34 | | 13.6 | .0002 | 0 |
| **Glacier** | All mfg. & svcs. | 158 | 1 | 226.9 | .0040 | 30 |
| **Golden Valley** | All mfg. & svcs. | 8 | | 4.7 | .0001 | 0 |
| **Granite** | All mfg. & svcs. | 32 | | 14.9 | .0003 | 0 |
| **Hill** | All mfg. & svcs. | 339 | 2 | 247.9 | .0043 | 6 |
| **Jefferson** | All mfg. & svcs. | 87 | | 42.5 | .0007 | 0 |
| **Judith Basin** | All mfg. & svcs. | 36 | | 19.6 | .0003 | 0 |
| **Lake** | All mfg. & svcs. | 362 | 3 | 212.6 | .0037 | 24 |
| **Lewis and Clark** | All mfg. & svcs. | 1,078 | 11 | 1,264.0 | .0221 | 56 |
| **Liberty** | All mfg. & svcs. | 43 | 1 | 18.3 | .0003 | 27 |
| **Lincoln** | All mfg. & svcs. | 320 | 3 | 227.2 | .0040 | 39 |
| **McCone** | All mfg. & svcs. | 35 | | 56.4 | .0010 | 0 |
| **Madison** | All mfg. & svcs. | 130 | | 50.2 | .0009 | 0 |
| **Meagher** | All mfg. & svcs. | 35 | | 19.8 | .0003 | 0 |
| **Mineral** | All mfg. & svcs. | 76 | | 31.6 | .0006 | 0 |
| **Missoula** | All mfg. & svcs. | 1,633 | 15 | 1,696.6 | .0296 | 49 |
| 8221 | Colleges & universities | 1 | 1 | 152.0 | .3248 | 100 |
| **Musselshell** | All mfg. & svcs. | 72 | | 48.7 | .0009 | 0 |
| **Park** | All mfg. & svcs. | 300 | 2 | 150.1 | .0026 | 12 |
| **Petroleum** | All mfg. & svcs. | 5 | | 5.3 | .0001 | 0 |
| **Phillips** | All mfg. & svcs. | 119 | | 72.4 | .0013 | 0 |
| **Pondera** | All mfg. & svcs. | 139 | 1 | 77.6 | .0014 | 10 |
| **Powder River** | All mfg. & svcs. | 37 | | 13.4 | .0002 | 0 |
| **Powell** | All mfg. & svcs. | 115 | 1 | 51.3 | .0009 | 11 |
| **Prairie** | All mfg. & svcs. | 28 | | 17.9 | .0003 | 0 |
| **Ravalli** | All mfg. & svcs. | 442 | | 232.7 | .0041 | 0 |
| **Richland** | All mfg. & svcs. | 252 | 3 | 626.8 | .0110 | 75 |
| **Roosevelt** | All mfg. & svcs. | 152 | 1 | 148.7 | .0026 | 28 |
| **Rosebud** | All mfg. & svcs. | 132 | 2 | 265.0 | .0046 | 73 |
| **Sanders** | All mfg. & svcs. | 138 | 1 | 111.0 | .0019 | 28 |
| **Sheridan** | All mfg. & svcs. | 81 | 1 | 57.2 | .0010 | 10 |
| **Silver Bow** | All mfg. & svcs. | 639 | 6 | 588.9 | .0103 | 41 |
| **Stillwater** | All mfg. & svcs. | 77 | | 43.0 | .0008 | 0 |
| **Sweet Grass** | All mfg. & svcs. | 61 | | 39.1 | .0007 | 0 |
| **Teton** | All mfg. & svcs. | 126 | | 78.9 | .0014 | 0 |
| **Toole** | All mfg. & svcs. | 145 | 1 | 121.4 | .0021 | 6 |
| **Treasure** | All mfg. & svcs. | 7 | | 5.3 | .0001 | 0 |
| **Valley** | All mfg. & svcs. | 159 | | 115.9 | .0020 | 0 |
| **Wheatland** | All mfg. & svcs. | 47 | | 21.9 | .0004 | 0 |
| **Wibaux** | All mfg. & svcs. | 17 | | 14.3 | .0002 | 0 |
| **Yellowstone** | All mfg. & svcs. | 2,246 | 25 | 2,843.4 | .0497 | 53 |
| **STATE TOTAL** | All mfg. & svcs. | 15,728 | 121 | 14,358.1 | .2509 | 37 |

## NEBRASKA

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adams** | All mfg. & svcs. | 613 | 12 | 593.6 | .0104 | 32 |
| **Antelope** | All mfg. & svcs. | 140 | 1 | 126.7 | .0022 | 42 |
| **Arthur** | All mfg. & svcs. | 11 | | 11.1 | .0002 | 0 |
| **Banner** | All mfg. & svcs. | 1 | | .7 | .0000 | 0 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Blaine** | All mfg. & svcs. | 10 | | 7.7 | .0001 | 0 |
| **Boone** | All mfg. & svcs. | 140 | | 64.9 | .0011 | 0 |
| **Box Butte** | All mfg. & svcs. | 291 | 1 | 204.1 | .0036 | 2 |
| **Boyd** | All mfg. & svcs. | 54 | | 28.3 | .0005 | 0 |
| **Brown** | All mfg. & svcs. | 101 | | 54.8 | .0010 | 0 |
| **Buffalo** | All mfg. & svcs. | 598 | 12 | 861.8 | .0151 | 52 |
| **Burt** | All mfg. & svcs. | 176 | 1 | 122.6 | .0021 | 2 |
| **Butler** | All mfg. & svcs. | 136 | | 106.9 | .0019 | 0 |
| **Cass** | All mfg. & svcs. | 303 | 2 | 307.0 | .0054 | 36 |
| **Cedar** | All mfg. & svcs. | 151 | | 105.1 | .0018 | 0 |
| **Chase** | All mfg. & svcs. | 97 | | 96.2 | .0017 | 0 |
| **Cherry** | All mfg. & svcs. | 140 | | 84.4 | .0015 | 0 |
| **Cheyenne** | All mfg. & svcs. | 237 | 2 | 222.2 | .0039 | 7 |
| **Clay** | All mfg. & svcs. | 156 | 2 | 95.9 | .0017 | 21 |
| **Colfax** | All mfg. & svcs. | 173 | | 86.2 | .0015 | 0 |
| **Cuming** | All mfg. & svcs. | 203 | 2 | 402.0 | .0070 | 58 |
| **Custer** | All mfg. & svcs. | 283 | 2 | 201.5 | .0035 | 15 |
| **Dakota** | All mfg. & svcs. | 278 | 2 | 1,797.4 | .0314 | 86 |
| 2011 | Meat-packing plants | 2 | 1 | 1,538.4 | 3.1465 | 100 |
| **Dawes** | All mfg. & svcs. | 229 | | 101.9 | .0018 | 0 |
| **Dawson** | All mfg. & svcs. | 461 | 2 | 735.1 | .0128 | 55 |
| **Deuel** | All mfg. & svcs. | 59 | | 25.6 | .0004 | 0 |
| **Dixon** | All mfg. & svcs. | 86 | | 80.7 | .0014 | 0 |
| **Dodge** | All mfg. & svcs. | 651 | 8 | 907.2 | .0158 | 46 |
| **Douglas** | All mfg. & svcs. | 7,554 | 151 | 18,095.1 | .3161 | 68 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 1,198.5 | 5.3258 | 100 |
| *4212* | *Local trucking without storage* | *34* | *6* | *299.7* | *.6183* | *78* |
| *4213* | *Nonlocal trucking* | *115* | *4* | *294.1* | *.4916* | *41* |
| *4813* | *Nonradio telephone communications* | *13* | *1* | *2,375.9* | *2.3967* | *98* |
| *4911* | *Electric services* | *1* | *1* | *225.0* | *.1545* | *100* |
| *6311* | *Life insurance* | *11* | *6* | *1,419.9* | *1.1931* | *94* |
| *6321* | *Accident & health insurance* | *9* | *5* | *1,315.9* | *.9438* | *95* |
| *6331* | *Fire, marine, & casualty insurance* | *13* | *3* | *338.2* | *.4025* | *83* |
| *6411* | *Insurance agents, brokers, & service* | *476* | | *327.0* | *.3745* | *0* |
| *7389* | *Business services n.e.c.* | *151* | *1* | *63.5* | *.2804* | *75* |
| *8011* | *Offices & clinics of medical doctors* | *437* | | *179.3* | *.2662* | *0* |
| *8062* | *General medical & surgical hospitals* | *15* | *9* | *574.1* | *.2708* | *99* |
| *8211* | *Elementary & secondary schools* | *205* | | *113.5* | *.1820* | *0* |
| *8221* | *Colleges & universities* | *8* | *2* | *291.7* | *.6234* | *97* |
| *8322* | *Individual & family social services* | *166* | | *86.4* | *.6498* | *0* |
| *8351* | *Child day-care services* | *114* | | *22.8* | *.3061* | *0* |
| *8661* | *Religious organizations* | *376* | | *150.4* | *.2785* | *0* |
| **Dundy** | All mfg. & svcs. | 23 | | 24.5 | .0004 | 0 |
| **Fillmore** | All mfg. & svcs. | 152 | 1 | 114.2 | .0020 | 4 |
| **Franklin** | All mfg. & svcs. | 81 | | 55.8 | .0010 | 0 |
| **Frontier** | All mfg. & svcs. | 57 | | 45.5 | .0008 | 0 |
| **Furnas** | All mfg. & svcs. | 138 | 1 | 156.6 | .0027 | 4 |
| **Gage** | All mfg. & svcs. | 448 | 6 | 521.1 | .0091 | 18 |
| **Garden** | All mfg. & svcs. | 65 | 1 | 47.0 | .0008 | 26 |
| **Garfield** | All mfg. & svcs. | 26 | | 35.2 | .0006 | 0 |
| **Gosper** | All mfg. & svcs. | 31 | | 15.4 | .0003 | 0 |
| **Grant** | All mfg. & svcs. | 28 | | 14.2 | .0002 | 0 |
| **Greeley** | All mfg. & svcs. | 62 | | 47.0 | .0008 | 0 |
| **Hall** | All mfg. & svcs. | 977 | 18 | 1,645.7 | .0288 | 58 |
| **Hamilton** | All mfg. & svcs. | 181 | 2 | 182.0 | .0032 | 10 |
| **Harlan** | All mfg. & svcs. | 81 | | 40.7 | .0007 | 0 |
| **Hayes** | All mfg. & svcs. | 9 | | 5.3 | .0001 | 0 |
| **Hitchcock** | All mfg. & svcs. | 78 | 1 | 48.6 | .0008 | 19 |
| **Holt** | All mfg. & svcs. | 271 | 1 | 156.2 | .0027 | 4 |
| **Hooker** | All mfg. & svcs. | 13 | | 18.4 | .0003 | 0 |
| **Howard** | All mfg. & svcs. | 93 | | 38.6 | .0007 | 0 |
| **Jefferson** | All mfg. & svcs. | 199 | 3 | 212.9 | .0037 | 21 |
| **Johnson** | All mfg. & svcs. | 98 | 1 | 99.3 | .0017 | 25 |
| **Kearney** | All mfg. & svcs. | 127 | 2 | 137.3 | .0024 | 31 |
| **Keith** | All mfg. & svcs. | 257 | 1 | 226.3 | .0040 | 17 |
| **Keya Paha** | All mfg. & svcs. | 13 | | 6.8 | .0001 | 0 |
| **Kimball** | All mfg. & svcs. | 132 | | 84.1 | .0015 | 0 |
| **Knox** | All mfg. & svcs. | 210 | | 102.5 | .0018 | 0 |
| **Lancaster** | All mfg. & svcs. | 3,342 | 72 | 5,602.4 | .0979 | 58 |
| *8062* | *General medical & surgical hospitals* | *7* | *4* | *149.0* | *.0703* | *96* |
| *8221* | *Colleges & universities* | *5* | *4* | *579.9* | *1.2393* | *100* |
| **Lincoln** | All mfg. & svcs. | 668 | 3 | 558.5 | .0098 | 21 |
| **Logan** | All mfg. & svcs. | 21 | | 11.9 | .0002 | 0 |
| **Loup** | All mfg. & svcs. | 7 | | 7.0 | .0001 | 0 |
| **McPherson** | All mfg. & svcs. | 8 | | 3.8 | .0001 | 0 |
| **Madison** | All mfg. & svcs. | 664 | 15 | 1,399.5 | .0245 | 55 |
| **Merrick** | All mfg. & svcs. | 153 | 1 | 94.0 | .0016 | 13 |
| **Morrill** | All mfg. & svcs. | 117 | 1 | 112.7 | .0020 | 61 |
| **Nance** | All mfg. & svcs. | 95 | | 44.1 | .0008 | 0 |
| **Nemaha** | All mfg. & svcs. | 149 | 4 | 109.8 | .0019 | 13 |
| **Nuckolls** | All mfg. & svcs. | 157 | 3 | 175.6 | .0031 | 45 |
| **Otoe** | All mfg. & svcs. | 307 | 5 | 344.8 | .0060 | 11 |
| **Pawnee** | All mfg. & svcs. | 74 | | 40.0 | .0007 | 0 |
| **Perkins** | All mfg. & svcs. | 90 | 1 | 68.0 | .0012 | 9 |
| **Phelps** | All mfg. & svcs. | 200 | 5 | 238.3 | .0042 | 27 |
| **Pierce** | All mfg. & svcs. | 133 | | 124.9 | .0022 | 0 |
| **Platte** | All mfg. & svcs. | 597 | 10 | 1,095.3 | .0191 | 60 |
| **Polk** | All mfg. & svcs. | 137 | 1 | 67.2 | .0012 | 1 |
| **Red Willow** | All mfg. & svcs. | 276 | 2 | 180.3 | .0032 | 9 |
| **Richardson** | All mfg. & svcs. | 217 | 1 | 176.9 | .0031 | 8 |
| **Rock** | All mfg. & svcs. | 64 | | 41.5 | .0007 | 0 |
| **Saline** | All mfg. & svcs. | 229 | 5 | 621.9 | .0109 | 72 |
| **Sarpy** | All mfg. & svcs. | 609 | 5 | 511.4 | .0089 | 32 |
| **Saunders** | All mfg. & svcs. | 267 | | 170.7 | .0030 | 0 |
| **Scotts Bluff** | All mfg. & svcs. | 799 | 9 | 880.6 | .0154 | 43 |
| **Seward** | All mfg. & svcs. | 224 | 5 | 286.2 | .0050 | 49 |
| **Sheridan** | All mfg. & svcs. | 212 | | 141.1 | .0025 | 0 |
| **Sherman** | All mfg. & svcs. | 78 | | 48.9 | .0009 | 0 |
| **Sioux** | All mfg. & svcs. | 20 | | 9.9 | .0002 | 0 |
| **Stanton** | All mfg. & svcs. | 70 | | 44.2 | .0008 | 0 |
| **Thayer** | All mfg. & svcs. | 189 | | 114.4 | .0020 | 0 |
| **Thomas** | All mfg. & svcs. | 13 | | 7.2 | .0001 | 0 |
| **Thurston** | All mfg. & svcs. | 74 | 1 | 63.0 | .0011 | 10 |
| **Valley** | All mfg. & svcs. | 142 | 1 | 81.8 | .0014 | 6 |
| **Washington** | All mfg. & svcs. | 75 | 4 | 133.2 | .0023 | 32 |
| **Wayne** | All mfg. & svcs. | 149 | 2 | 153.9 | .0027 | 32 |
| **Webster** | All mfg. & svcs. | 109 | | 91.7 | .0016 | 0 |
| **Wheeler** | All mfg. & svcs. | 6 | | 13.2 | .0002 | 0 |
| **York** | All mfg. & svcs. | 315 | 2 | 287.0 | .0050 | 18 |
| **STATE TOTAL** | All mfg. & svcs. | 28,208 | 396 | 43,765.7 | .7646 | 53 |

## NEVADA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Carson City** | All mfg. & svcs. | 830 | 8 | 610.9 | .0107 | 23 |
| **Churchill** | All mrg. & svcs. | 309 | 2 | 175.7 | .0031 | 7 |
| **Clark** | All mfg. & svcs. | 8,173 | 82 | 9,431.7 | .1648 | 56 |
| *4581* | *Airports, flying fields, & services* | *21* | *2* | *1,009.1* | *3.2877* | *98* |
| *4911* | *Electric services* | *10* | *4* | *579.5* | *.3980* | *87* |
| *6411* | *Insurance agents, brokers, & service* | *388* | *2* | *167.2* | *.1915* | *53* |
| *6531* | *Real-estate agents & managers* | *472* | | *241.1* | *.2724* | *0* |
| *7011* | *Hotels & motels* | *324* | *29* | *1,951.8* | *4.2215* | *86* |
| *7389* | *Business services n.e.c.* | *195* | *1* | *39.1* | *.1726* | *49* |
| *7993* | *Coin-operated amusement devices* | *3* | *3* | *415.5* | *63.0309* | *100* |
| *7999* | *Amusement & recreation services n.e.c.* | *52* | *4* | *102.4* | *1.7604* | *88* |
| *8011* | *Offices & clinics of medical doctors* | *439* | | *129.3* | *.1919* | *0* |
| *8062* | *General medical & surgical hospitals* | *9* | *6* | *305.4* | *.1440* | *98* |
| *8211* | *Elementary & secondary schools* | *135* | | *81.9* | *.1313* | *0* |
| *8322* | *Individual & family social services* | *132* | | *52.8* | *.3971* | *0* |
| *8351* | *Child day-care services* | *360* | | *71.9* | *.9654* | *0* |
| *8661* | *Religious organizations* | *225* | | *67.5* | *.1250* | *0* |
| **Douglas** | All mfg. & svcs. | 404 | 11 | 1,087.5 | .0190 | 85 |
| *7011* | *Hotels & motels* | *25* | *7* | *768.7* | *1.6626* | *100* |
| *7999* | *Amusement & recreation services n.e.c.* | *8* | *2* | *53.3* | *.9163* | *99* |
| **Elko** | All mfg. & svcs. | 400 | 6 | 294.7 | .0051 | 29 |
| **Esmeralda** | All mfg. & svcs. | 26 | | 14.9 | .0003 | 0 |
| **Eureka** | All mfg. & svcs. | 13 | | 9.4 | .0002 | 0 |
| **Humboldt** | All mfg. & svcs. | 184 | 1 | 112.4 | .0020 | 9 |
| **Lander** | All mfg. & svcs. | 78 | 1 | 65.7 | .0011 | 30 |
| **Lincoln** | All mfg. & svcs. | 78 | | 60.8 | .0011 | 0 |
| **Lyon** | All mfg. & svcs. | 229 | 3 | 223.4 | .0039 | 34 |
| **Mineral** | All mfg. & svcs. | 87 | 1 | 49.6 | .0009 | 16 |
| **Nye** | All mfg. & svcs. | 201 | 1 | 163.7 | .0029 | 12 |
| **Pershing** | All mfg. & svcs. | 65 | 1 | 69.6 | .0012 | 62 |
| **Storey** | All mfg. & svcs. | 28 | | 11.1 | .0002 | 0 |
| **Washoe** | All mfg. & svcs. | 4,663 | 49 | 4,549.7 | .0795 | 48 |
| *6719* | *Holding companies n.e.c.* | *4* | *2* | *294.5* | *1.9361* | *95* |
| *7011* | *Hotels & motels* | *223* | *14* | *599.0* | *1.2956* | *83* |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *184.0* | *.0868* | *98* |
| **White Pine** | All mfg. & svcs. | 130 | | 91.5 | .0016 | 0 |
| **STATE TOTAL** | All mfg. & svcs. | 15,898 | 166 | 17,022.3 | .2974 | 52 |

## NEW HAMPSHIRE

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Belknap** | All mfg. & svcs. | 1,086 | 21 | 907.5 | .0159 | 46 |

1987 S&MM Estimate

## NEW HAMPSHIRE (cont.)

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Carroll** | **All mfg. & svcs.** | **682** | **10** | **377.4** | **.0066** | **22** |
| **Cheshire** | **All mfg. & svcs.** | **1,033** | **30** | **1,464.6** | **.0256** | **61** |
| **Coos** | **All mfg. & svcs.** | **516** | **13** | **733.7** | **.0128** | **59** |
| **Grafton** | **All mfg. & svcs.** | **1,507** | **26** | **1,192.4** | **.0208** | **34** |
| 8221 | Colleges & universities | 2 | 1 | 101.9 | .2178 | 99 |
| **Hillsborough** | **All mfg. & svcs.** | **5,289** | **151** | **11,088.4** | **.1937** | **72** |
| 3571 | Electronic computers | 5 | 3 | 261.6 | 1.3673 | 97 |
| 3577 | Computer peripheral equipment n.e.c. | 12 | 5 | 200.0 | .7023 | 81 |
| 3679 | Electronic components n.e.c. | 22 | 7 | 1,456.5 | 7.0480 | 99 |
| 3826 | Laboratory analytical instruments | 1 | 1 | 35.3 | 3.4775 | 100 |
| 4911 | Electric services | 4 | 2 | 420.6 | .2889 | 96 |
| 6331 | Fire, marine, & casualty insurance | 4 | 3 | 2,110.2 | 2.5113 | 100 |
| 6531 | Real-estate agents & managers | 344 |  | 175.1 | .1978 | 0 |
| 8062 | General medical & surgical hospitals | 6 | 6 | 258.0 | .1217 | 100 |
| 8221 | Colleges & universities | 5 | 4 | 113.0 | .2415 | 97 |
| **Merrimack** | **All mfg. & svcs.** | **1,940** | **44** | **3,287.2** | **.0574** | **66** |
| **Rockingham** | **All mfg. & svcs.** | **3,764** | **48** | **3,240.7** | **.0566** | **41** |
| **Strafford** | **All mfg. & svcs.** | **1,189** | **29** | **1,531.0** | **.0267** | **65** |
| **Sullivan** | **All mfg. & svcs.** | **598** | **15** | **716.9** | **.0125** | **53** |
| **STATE TOTAL** | **All mfg. & svcs.** | **17,604** | **387** | **24,539.8** | **.4287** | **61** |

## NEW JERSEY

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Atlantic** | **All mfg. & svcs.** | **3,801** | **61** | **6,198.1** | **.1083** | **64** |
| 4911 | Electric services | 3 | 2 | 469.7 | .3226 | 98 |
| 6531 | Real-estate agents & managers | 191 |  | 230.6 | .2605 | 0 |
| 7011 | Hotels & motels | 200 | 15 | 1,489.7 | 3.2221 | 94 |
| 7999 | Amusement & recreation services n.e.c. | 40 | 3 | 172.3 | 2.9622 | 98 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 164.0 | .0774 | 100 |
| **Bergen** | **All mfg. & svcs.** | **17,058** | **386** | **24,312.7** | **.4248** | **48** |
| 2046 | Wet corn milling | 1 | 1 | 169.1 | 3.0611 | 100 |
| 2731 | Book publishing | 41 | 7 | 296.8 | 2.1803 | 78 |
| 2752 | Commercial lithographic printing | 134 | 5 | 220.5 | .9979 | 56 |
| 2759 | Commercial printing n.e.c. | 184 | 6 | 83.9 | .6207 | 42 |
| 2834 | Pharmaceutical preparations | 25 | 11 | 499.6 | 1.8077 | 86 |
| 2844 | Toilet preparations | 28 | 11 | 657.9 | 4.7793 | 90 |
| 3086 | Plastics foam products | 6 | 3 | 82.8 | 4.7104 | 67 |
| 3089 | Plastics products n.e.c. | 79 | 10 | 361.8 | 1.1106 | 73 |
| 3577 | Computer peripheral equipment n.e.c. | 12 | 6 | 68.0 | .2388 | 75 |
| 3599 | Industrial machinery n.e.c. | 136 | 4 | 134.5 | .7047 | 59 |
| 3812 | Search & navigation equipment | 2 | 1 | 250.5 | 4.3098 | 100 |
| 3841 | Surgical & medical instruments | 8 | 3 | 87.0 | 1.5151 | 92 |
| 4213 | Nonlocal trucking | 93 | 1 | 208.8 | .3490 | 28 |
| 4822 | Telegraph, electronic mail, etc. | 8 | 2 | 172.9 | 12.0968 | 92 |
| 6411 | Insurance agents, brokers, & service | 511 |  | 308.4 | .3532 | 0 |
| 6531 | Real-estate agents & managers | 751 |  | 265.1 | .2995 | 0 |
| 7011 | Hotels & motels | 63 | 8 | 101.1 | .2187 | 75 |
| 7231 | Beauty shops | 607 |  | 63.3 | .4046 | 0 |
| 7374 | Computer processing & data preparation | 156 | 2 | 199.9 | 1.0432 | 8 |
| 7379 | Computer-related services n.e.c. | 130 | 6 | 246.5 | 2.3962 | 62 |
| 7389 | Business services n.e.c. | 324 | 4 | 190.3 | .8402 | 30 |
| 8011 | Offices & clinics of medical doctors | 1,211 |  | 399.3 | .5928 | 0 |
| 8021 | Offices & clinics of dentists | 722 |  | 144.7 | .5556 | 0 |
| 8062 | General medical & surgical hospitals | 9 | 7 | 477.1 | .2250 | 100 |
| 8111 | Legal services | 896 |  | 196.8 | .3228 | 0 |
| 8211 | Elementary & secondary schools | 295 |  | 152.5 | .2446 | 0 |
| 8322 | Individual & family social services | 248 |  | 94.4 | .7100 | 0 |
| 8351 | Child day-care services | 151 |  | 30.2 | .4055 | 0 |
| 8661 | Religious organizations | 436 |  | 130.6 | .2418 | 0 |
| 8711 | Engineering services | 242 | 5 | 356.4 | 1.1455 | 17 |
| 8712 | Architectural services | 120 |  | 147.6 | 1.1824 | 0 |
| 8721 | Accounting, auditing, & bookkeeping | 418 |  | 129.2 | .4590 | 0 |
| 8731 | Commercial physical research | 36 | 3 | 27.5 | .2677 | 55 |
| **Burlington** | **All mfg. & svcs.** | **4,875** | **80** | **4,970.1** | **.0868** | **44** |
| 3679 | Electronic components n.e.c. | 6 | 1 | 335.9 | 1.6254 | 98 |
| 8062 | General medical & surgical hospitals | 11 | 7 | 309.0 | .1457 | 99 |
| 8661 | Religious organizations | 214 |  | 64.2 | .1189 | 0 |
| **Camden** | **All mfg. & svcs.** | **7,968** | **126** | **11,507.6** | **.2011** | **29** |
| 6411 | Insurance agents, brokers, & service | 334 |  | 749.0 | .8577 | 0 |
| 8011 | Offices & clinics of medical doctors | 528 |  | 156.9 | .2329 | 0 |
| 8062 | General medical & surgical hospitals | 14 | 10 | 692.2 | .3265 | 100 |
| 8111 | Legal services | 453 | 1 | 202.2 | .3316 | 6 |
| 8211 | Elementary & secondary schools | 176 |  | 98.6 | .1581 | 0 |
| 8661 | Religious organizations | 325 |  | 97.5 | .1805 | 0 |
| 8711 | Engineering services | 116 | 4 | 92.1 | .2960 | 67 |
| **Cape May** | **All mfg. & svcs.** | **2,453** | **4** | **824.3** | **.0144** | **6** |
| 7011 | Hotels & motels | 621 | 2 | 80.6 | .1743 | 12 |
| **Cumberland** | **All mfg. & svcs.** | **2,017** | **52** | **2,447.3** | **.0428** | **54** |
| 3221 | Glass containers | 5 | 3 | 174.8 | 6.0830 | 97 |
| 8062 | General medical & surgical hospitals | 5 | 4 | 225.0 | .1061 | 100 |
| **Essex** | **All mfg. & svcs.** | **14,383** | **365** | **34,038.1** | **.5947** | **73** |
| 2711 | Newspapers | 50 | 1 | 152.8 | .5476 | 70 |
| 2759 | Commercial printing n.e.c. | 153 | 5 | 94.2 | .6969 | 50 |
| 2834 | Pharmaceutical preparations | 11 | 5 | 933.0 | 3.3759 | 97 |
| 3089 | Plastics products n.e.c. | 62 | 7 | 131.3 | .4030 | 55 |
| 4131 | Intercity & rural bus transportation | 23 | 2 | 120.2 | 6.4777 | 87 |
| 4512 | Scheduled air transportation | 2 | 2 | 108.4 | .3195 | 100 |
| 4813 | Nonradio telephone communications | 8 | 4 | 411.5 | .4151 | 95 |
| 6021 | National commercial banks | 10 | 4 | 812.1 | .6835 | 94 |
| 6036 | Nonfederal savings institutions | 72 | 3 | 1,213.6 | 1.1484 | 74 |
| 6321 | Accident & health insurance | 4 | 2 | 14,053.8 | 10.0798 | 100 |
| 6411 | Insurance agents, brokers, & service | 455 | 2 | 341.9 | .3915 | 19 |
| 6531 | Real-estate agents & managers | 482 |  | 264.4 | .2987 | 0 |
| 6719 | Holding companies n.e.c. | 9 | 1 | 70.0 | .4602 | 33 |
| 7231 | Beauty shops | 561 |  | 58.2 | .3720 | 0 |
| 7349 | Building maintenance services n.e.c. | 119 | 2 | 47.6 | .7174 | 58 |
| 7389 | Business services n.e.c. | 244 | 2 | 40.5 | .1788 | 32 |
| 8011 | Offices & clinics of medical doctors | 1,326 | 1 | 399.1 | .5925 | 2 |
| 8062 | General medical & surgical hospitals | 22 | 19 | 1,086.1 | .5123 | 100 |
| 8111 | Legal services | 954 | 6 | 481.4 | .7895 | 14 |
| 8211 | Elementary & secondary schools | 268 |  | 152.8 | .2450 | 0 |
| 8221 | Colleges & universities | 8 | 5 | 209.8 | .4483 | 98 |
| 8641 | Civic & social associations | 255 |  | 102.0 | .8041 | 0 |
| 8661 | Religious organizations | 559 |  | 167.7 | .3105 | 0 |
| 8711 | Engineering services | 136 | 6 | 215.1 | .6914 | 87 |
| 8721 | Accounting, auditing, & bookkeeping | 309 | 2 | 186.3 | .6618 | 5 |
| **Gloucester** | **All mfg. & svcs.** | **2,239** | **40** | **4,192.9** | **.0733** | **69** |
| **Hudson** | **All mfg. & svcs.** | **8,525** | **198** | **12,860.0** | **.2247** | **55** |
| 2095 | Roasted coffee | 2 | 2 | 892.2 | 11.7852 | 100 |
| 2253 | Knit-outerwear mills | 36 | 6 | 104.4 | 3.2732 | 59 |
| 2337 | Women's & misses' suits & coats | 48 | 8 | 201.7 | 6.4266 | 58 |
| 2834 | Pharmaceutical preparations | 4 | 2 | 226.4 | .8192 | 98 |
| 3999 | Manufactures n.e.c. | 13 | 3 | 203.5 | 4.2163 | 93 |
| 4212 | Local trucking without storage | 113 | 1 | 385.9 | .7962 | 26 |
| 4213 | Nonlocal trucking | 195 | 4 | 396.4 | .6626 | 23 |
| 4225 | General warehousing & storage | 94 | 5 | 163.4 | 1.1866 | 39 |
| 4813 | Nonradio telephone communications | 5 | 1 | 244.2 | .2463 | 89 |
| 4833 | Television broadcasting stations | 5 | 2 | 583.9 | 1.9116 | 95 |
| 6141 | Personal credit institutions | 24 | 2 | 271.6 | .6525 | 93 |
| 8011 | Offices & clinics of medical doctors | 748 |  | 147.4 | .2188 | 0 |
| 8062 | General medical & surgical hospitals | 9 | 7 | 349.0 | .1646 | 99 |
| 8111 | Legal services | 476 |  | 155.1 | .2544 | 0 |
| 8211 | Elementary & secondary schools | 154 |  | 95.8 | .1536 | 0 |
| 8661 | Religious organizations | 256 |  | 102.4 | .1896 | 0 |
| **Hunterdon** | **All mfg. & svcs.** | **1,775** | **26** | **1,566.0** | **.0274** | **34** |
| **Mercer** | **All mfg. & svcs.** | **5,690** | **133** | **9,017.4** | **.1575** | **66** |
| 3429 | Hardware n.e.c. | 1 | 1 | 333.3 | 3.2906 | 100 |
| 3585 | Refrigeration & heating equipment | 3 | 3 | 334.1 | 1.5836 | 100 |
| 3663 | Radio & TV communications equipment | 1 | 1 | 175.6 | 3.7113 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 3 | 1 | 278.3 | 1.5071 | 93 |
| 6331 | Fire, marine, & casualty insurance | 10 | 2 | 299.6 | .3565 | 80 |
| 8062 | General medical & surgical hospitals | 8 | 6 | 914.1 | .4311 | 100 |
| 8063 | Psychiatric hospitals | 3 | 2 | 86.1 | .8478 | 99 |
| 8221 | Colleges & universities | 6 | 5 | 304.0 | .6497 | 99 |
| 8661 | Religious organizations | 223 |  | 66.9 | .1239 | 0 |
| 8731 | Commercial physical research | 31 | 9 | 203.1 | 1.9772 | 97 |
| 8748 | Business consulting services n.e.c. | 60 | 5 | 117.6 | 1.0259 | 89 |
| **Middlesex** | **All mfg. & svcs.** | **8,781** | **278** | **21,445.0** | **.3747** | **70** |
| 2676 | Sanitary paper products | 4 | 3 | 930.2 | 9.1855 | 98 |
| 2759 | Commercial printing n.e.c. | 70 | 3 | 121.8 | .9011 | 83 |
| 2821 | Plastics materials & synthetic resins | 11 | 5 | 759.3 | 3.4114 | 93 |
| 2833 | Medicinals & botanicals | 3 | 3 | 697.4 | 16.6476 | 100 |
| 2834 | Pharmaceutical preparations | 18 | 8 | 822.8 | 2.9771 | 93 |
| 2844 | Toilet preparations | 16 | 8 | 489.5 | 3.5560 | 89 |
| 2869 | Industrial organic chemicals n.e.c. | 11 | 5 | 470.4 | 1.8673 | 77 |
| 3089 | Plastics products n.e.c. | 71 | 14 | 307.1 | .9427 | 70 |
| 3341 | Secondary nonferrous metals | 4 | 2 | 155.2 | 1.9617 | 86 |
| 3357 | Nonferrous wiredrawing & insulating | 7 | 3 | 525.2 | 5.6163 | 98 |
| 3577 | Computer peripheral equipment n.e.c. | 7 | 2 | 343.9 | 1.2077 | 97 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 2 | 1,190.9 | 1.2850 | 100 |
| 4213 | Nonlocal trucking | 130 | 5 | 317.1 | .5300 | 26 |
| 7361 | Employment agencies | 122 |  | 33.6 | .8736 | 0 |
| 8011 | Offices & clinics of medical doctors | 571 | 1 | 213.4 | .3168 | 0 |
| 8062 | General medical & surgical hospitals | 6 | 6 | 482.0 | .2273 | 100 |
| 8069 | Nonpsychiatric specialty hospitals | 1 | 1 | 100.0 | 3.0733 | 100 |
| 8111 | Legal services | 411 |  | 166.8 | .2736 | 0 |
| 8211 | Elementary & secondary schools | 164 |  | 95.0 | .1523 | 0 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| *8221* | *Colleges & universities* | *2* | *1* | *174.0* | *.3718* | *99* |
| *8661* | *Religious organizations* | *270* | | *81.0* | *.1500* | *0* |
| *8731* | *Commercial physical research* | *32* | *8* | *169.3* | *1.6482* | *96* |
| **Monmouth** | **All mfg. & svcs.** | **8,698** | **105** | **8,846.3** | **.1546** | **51** |
| *4813* | *Nonradio telephone communications* | *4* | *2* | *981.0* | *.9896* | *99* |
| *7011* | *Hotels & motels* | *179* | *3* | *64.7* | *.1399* | *14* |
| *8011* | *Offices & clinics of medical doctors* | *655* | | *196.3* | *.2914* | *0* |
| *8062* | *General medical & surgical hospitals* | *6* | *6* | *475.0* | *.2240* | *100* |
| *8111* | *Legal services* | *450* | | *190.6* | *.3126* | *0* |
| *8211* | *Elementary & secondary schools* | *178* | | *99.4* | *.1594* | *0* |
| *8322* | *Individual & family social services* | *154* | | *62.2* | *.4678* | *0* |
| *8661* | *Religious organizations* | *314* | | *94.2* | *.1744* | *0* |
| *8731* | *Commercial physical research* | *24* | *6* | *378.5* | *3.6848* | *100* |
| **Morris** | **All mfg. & svcs.** | **7,872** | **187** | **14,103.1** | **.2464** | **68** |
| 2834 | Pharmaceutical preparations | 11 | 8 | 1,418.0 | 5.1307 | 99 |
| 3728 | Aircraft parts & equipment n.e.c. | 2 | 1 | 32.2 | .2197 | 97 |
| *4813* | *Nonradio telephone communications* | *17* | *11* | *663.9* | *.6697* | *93* |
| *4911* | *Electric services* | *8* | *4* | *149.9* | *.1029* | *40* |
| *6321* | *Accident & health insurance* | *3* | *2* | *217.2* | *.1558* | *81* |
| *6331* | *Fire, marine, & casualty insurance* | *7* | *4* | *1,080.2* | *1.2855* | *99* |
| *7011* | *Hotels & motels* | *46* | *7* | *105.1* | *.2295* | *84* |
| *7389* | *Business services n.e.c.* | *140* | *1* | *87.6* | *.3868* | *19* |
| *8011* | *Offices & clinics of medical doctors* | *509* | | *150.9* | *.2240* | *0* |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *167.0* | *.0788* | *99* |
| *8211* | *Elementary & secondary schools* | *157* | | *84.1* | *.1349* | *0* |
| *8322* | *Individual & family social services* | *146* | | *59.0* | *.4437* | *0* |
| *8661* | *Religious organizations* | *249* | | *74.7* | *.1383* | *0* |
| *8731* | *Commercial physical research* | *37* | *6* | *1,017.9* | *9.9095* | *98* |
| *8733* | *Noncommercial research organizations* | *1* | *1* | *140.0* | *3.3558* | *100* |
| *8748* | *Business consulting services n.e.c.* | *58* | *2* | *182.4* | *1.5912* | *88* |
| **Ocean** | **All mfg. & svcs.** | **5,292** | **33** | **3,367.6** | **.0588** | **31** |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *289.0* | *.1363* | *99* |
| **Passaic** | **All mfg. & svcs.** | **7,166** | **185** | **10,673.0** | **.1865** | **55** |
| 2834 | Pharmaceutical preparations | 6 | 4 | 88.9 | .3217 | 99 |
| 2844 | Toilet preparations | 5 | 3 | 488.6 | 3.5495 | 96 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 98.7 | .4386 | 100 |
| 3812 | Search & navigation equipment | 4 | 2 | 171.8 | 2.9558 | 96 |
| *4213* | *Nonlocal trucking* | *68* | *2* | *170.9* | *.2857* | *39* |
| *6021* | *National commercial banks* | *9* | *6* | *439.9* | *.3703* | *95* |
| *7374* | *Computer processing & data preparation* | *43* | *1* | *472.7* | *2.4669* | *94* |
| *8011* | *Offices & clinics of medical doctors* | *526* | | *152.8* | *.2268* | *0* |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *234.1* | *.1104* | *100* |
| *8211* | *Elementary & secondary schools* | *133* | | *76.9* | *.1233* | *0* |
| *8661* | *Religious organizations* | *273* | | *109.2* | *.2022* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *143* | *2* | *158.6* | *.5634* | *74* |
| **Salem** | **All mfg. & svcs.** | **862** | **12** | **3,017.5** | **.0527** | **85** |
| 2865 | Cyclic crudes & intermediates | 1 | 1 | 954.6 | 12.9126 | 100 |
| *4911* | *Electric services* | *4* | *2* | *1,339.1* | *.9196* | *98* |
| **Somerset** | **All mfg. & svcs.** | **2,991** | **82** | **8,740.8** | **.1527** | **79** |
| 3842 | Surgical appliances & supplies | 4 | 1 | 329.7 | 4.3837 | 97 |
| *4813* | *Nonradio telephone communications* | *11* | *6* | *3,061.7* | *3.0885* | *100* |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *183.0* | *.0863* | *100* |
| *8731* | *Commercial physical research* | *9* | *5* | *145.5* | *1.4165* | *98* |
| **Sussex** | **All mfg. & svcs.** | **1,754** | **18** | **1,475.4** | **.0258** | **45** |
| **Union** | **All mfg. & svcs.** | **9,946** | **246** | **20,070.7** | **.3507** | **65** |
| 2752 | Commercial lithographic printing | 60 | 2 | 295.5 | 1.3373 | 82 |
| 2834 | Pharmaceutical preparations | 11 | 7 | 944.5 | 3.4175 | 99 |
| 3089 | Plastics products n.e.c. | 101 | 17 | 319.4 | .9805 | 62 |
| 3544 | Special dies, tools, jigs, & fixtures | 90 | 3 | 52.0 | 1.3392 | 58 |
| 3679 | Electronic components n.e.c. | 14 | 6 | 647.8 | 3.1347 | 97 |
| 3711 | Motor vehicles & passenger-car bodies | 4 | 1 | 1,646.1 | 1.7761 | 99 |
| *4213* | *Nonlocal trucking* | *103* | *3* | *776.3* | *1.2975* | *6* |
| *4412* | *Deep-sea foreign transport of freight* | *20* | *5* | *739.9* | *13.8377* | *97* |
| *4813* | *Nonradio telephone communications* | *9* | *2* | *181.3* | *.1829* | *81* |
| *6411* | *Insurance agents, brokers, & service* | *375* | | *219.7* | *.2516* | *0* |
| *7213* | *Linen supply* | *4* | *1* | *55.5* | *3.5588* | *99* |
| *7389* | *Business services n.e.c.* | *150* | *1* | *86.0* | *.3797* | *8* |
| *8011* | *Offices & clinics of medical doctors* | *711* | | *213.7* | *.3172* | *0* |
| *8062* | *General medical & surgical hospitals* | *9* | *8* | *594.0* | *.2802* | *100* |
| *8111* | *Legal services* | *495* | | *153.7* | *.2521* | *0* |
| *8211* | *Elementary & secondary schools* | *164* | | *96.2* | *.1543* | *0* |
| *8322* | *Individual & family social services* | *200* | | *24.5* | *.1843* | *0* |
| *8661* | *Religious organizations* | *364* | | *109.2* | *.2022* | *0* |
| *8731* | *Commercial physical research* | *17* | *6* | *56.3* | *.5481* | *86* |
| **Warren** | **All mfg. & svcs.** | **1,516** | **25** | **2,233.8** | **.0390** | **54** |
| **STATE TOTAL** | **All mfg. & svcs.** | **125,662** | **2,542** | **205,907.7** | **3.5975** | **60** |

## NEW MEXICO

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Bernalillo** | **All mfg. & svcs.** | **7,923** | **83** | **7,739.4** | **.1352** | **47** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| *7011* | *Hotels & motels* | *97* | *5* | *97.4* | *.2107* | *62* |
| *8011* | *Offices & clinics of medical doctors* | *531* | *1* | *184.0* | *.2731* | *4* |
| *8062* | *General medical & surgical hospitals* | *12* | *6* | *363.5* | *.1714* | *99* |
| *8211* | *Elementary & secondary schools* | *140* | | *83.6* | *.1341* | *0* |
| *8322* | *Individual & family social services* | *180* | | *55.2* | *.4151* | *0* |
| *8661* | *Religious organizations* | *265* | | *79.5* | *.1472* | *0* |
| *8733* | *Noncommercial research organizations* | *5* | *3* | *484.1* | *11.6038* | *99* |
| **Catron** | **All mfg. & svcs.** | **54** | | **31.9** | **.0006** | **0** |
| **Chaves** | **All mfg. & svcs.** | **875** | **8** | **801.3** | **.0140** | **17** |
| **Cibola** | **All mfg. & svcs.** | **238** | **1** | **169.0** | **.0030** | **5** |
| **Colfax** | **All mfg. & svcs.** | **311** | **1** | **207.2** | **.0036** | **0** |
| **Curry** | **All mfg. & svcs.** | **686** | **6** | **660.3** | **.0115** | **19** |
| **De Baca** | **All mfg. & svcs.** | **37** | | **16.0** | **.0003** | **0** |
| **Dona Ana** | **All mfg. & svcs.** | **1,368** | **16** | **1,446.4** | **.0253** | **54** |
| *8221* | *Colleges & universities* | *2* | *1* | *101.9* | *.2178* | *99* |
| **Eddy** | **All mfg. & svcs.** | **815** | **6** | **947.5** | **.0166** | **42** |
| **Grant** | **All mfg. & svcs.** | **292** | **4** | **243.6** | **.0043** | **15** |
| **Guadalupe** | **All mfg. & svcs.** | **99** | | **40.9** | **.0007** | **0** |
| **Harding** | **All mfg. & svcs.** | **11** | | **2.8** | **.0000** | **0** |
| **Hidalgo** | **All mfg. & svcs.** | **61** | **1** | **259.3** | **.0045** | **84** |
| **Lea** | **All mfg. & svcs.** | **1,062** | **13** | **1,555.0** | **.0272** | **39** |
| **Lincoln** | **All mfg. & svcs.** | **476** | **1** | **241.4** | **.0042** | **2** |
| **Los Alamos** | **All mfg. & svcs.** | **292** | **4** | **823.7** | **.0144** | **84** |
| 2819 | Industrial inorganic chemicals n.e.c. | 1 | 1 | 663.0 | 3.8200 | 100 |
| **Luna** | **All mfg. & svcs.** | **241** | **3** | **260.6** | **.0046** | **41** |
| **McKinley** | **All mfg. & svcs.** | **556** | **9** | **954.1** | **.0167** | **19** |
| **Mora** | **All mfg. & svcs.** | **40** | | **30.1** | **.0005** | **0** |
| **Otero** | **All mfg. & svcs.** | **600** | **6** | **452.3** | **.0079** | **18** |
| **Quay** | **All mfg. & svcs.** | **194** | **1** | **601.4** | **.0105** | **74** |
| **Rio Arriba** | **All mfg. & svcs.** | **318** | **1** | **195.8** | **.0034** | **6** |
| **Roosevelt** | **All mfg. & svcs.** | **230** | **3** | **177.9** | **.0031** | **22** |
| **Sandoval** | **All mfg. & svcs.** | **150** | **3** | **144.8** | **.0025** | **38** |
| **San Juan** | **All mfg. & svcs.** | **1,190** | **15** | **1,826.2** | **.0319** | **60** |
| **San Miguel** | **All mfg. & svcs.** | **309** | **4** | **237.7** | **.0042** | **33** |
| **Santa Fe** | **All mfg. & svcs.** | **2,094** | **13** | **1,113.1** | **.0194** | **16** |
| **Sierra** | **All mfg. & svcs.** | **171** | **1** | **71.7** | **.0013** | **10** |
| **Socorro** | **All mfg. & svcs.** | **179** | **1** | **135.3** | **.0024** | **24** |
| **Taos** | **All mfg. & svcs.** | **499** | **2** | **239.1** | **.0042** | **9** |
| **Torrance** | **All mfg. & svcs.** | **66** | | **46.3** | **.0008** | **0** |
| **Union** | **All mfg. & svcs.** | **92** | | **52.4** | **.0009** | **0** |
| **Valencia** | **All mfg. & svcs.** | **388** | **2** | **225.8** | **.0039** | **13** |
| **STATE TOTAL** | **All mfg. & svcs.** | **21,917** | **208** | **21,950.3** | **.3835** | **41** |

## NEW YORK

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Albany** | **All mfg. & svcs.** | **4,967** | **100** | **8,426.8** | **.1472** | **65** |
| *8062* | *General medical & surgical hospitals* | *7* | *5* | *367.2* | *.1732* | *100* |
| *8221* | *Colleges & universities* | *14* | *7* | *270.8* | *.5787* | *94* |
| *8661* | *Religious organizations* | *180* | | *54.0* | *.1000* | *0* |
| **Allegany** | **All mfg. & svcs.** | **457** | **12** | **522.2** | **.0091** | **58** |
| **Bronx** | **All mfg. & svcs.** | **8,516** | **104** | **7,161.8** | **.1251** | **39** |
| *6531* | *Real-estate agents & managers* | *492* | *1* | *497.8* | *.5624* | *11* |
| *8011* | *Offices & clinics of medical doctors* | *869* | | *163.4* | *.2426* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *47* | *19* | *50.4* | *.7668* | *87* |
| *8062* | *General medical & surgical hospitals* | *15* | *12* | *1,095.1* | *.5165* | *100* |
| *8211* | *Elementary & secondary schools* | *280* | | *184.6* | *.2960* | *0* |
| *8221* | *Colleges & universities* | *11* | *8* | *197.9* | *.4229* | *97* |
| *8222* | *Junior colleges & technical institutes* | *6* | *3* | *72.2* | *.8687* | *94* |
| *8299* | *Schools & educational services n.e.c.* | *149* | | *104.3* | *1.5884* | *0* |
| *8322* | *Individual & family social services* | *269* | | *28.9* | *.2173* | *0* |
| *8661* | *Religious organizations* | *460* | | *138.0* | *.2555* | *0* |
| **Broome** | **All mfg. & svcs.** | **3,033** | **62** | **6,866.9** | **.1200** | **76** |
| 3143 | Men's nonathletic footwear | 2 | 1 | 61.0 | 2.3860 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 1 | 1 | 2,186.1 | 7.6770 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 1 | 1 | 20.7 | .1121 | 100 |
| 3728 | Aircraft parts & equipment n.e.c. | 2 | 2 | 487.8 | 3.3280 | 100 |
| 3812 | Search & navigation equipment | 2 | 1 | 83.1 | 1.4297 | 100 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *226.6* | *.1069* | *100* |
| **Cattaraugus** | **All mfg. & svcs.** | **1,067** | **27** | **1,096.6** | **.0192** | **52** |
| **Cayuga** | **All mfg. & svcs.** | **893** | **16** | **1,065.5** | **.0186** | **55** |
| **Chautauqua** | **All mfg. & svcs.** | **2,230** | **57** | **3,239.9** | **.0566** | **67** |
| 2511 | Unupholstered wood household furniture | 10 | 5 | 113.0 | 1.3002 | 91 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *126.0* | *.0594* | *97* |
| **Chemung** | **All mfg. & svcs.** | **1,211** | **26** | **1,600.2** | **.0280** | **59** |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *121.0* | *.0571* | *100* |
| **Chenango** | **All mfg. & svcs.** | **613** | **14** | **1,051.3** | **.0184** | **67** |
| **Clinton** | **All mfg. & svcs.** | **732** | **20** | **1,476.6** | **.0258** | **69** |

1987 S&MM Estimate

## NEW YORK (cont.)

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Columbia** | **All mfg. & svcs.** | **906** | **19** | **719.9** | **.0126** | **37** |
| **Cortland** | **All mfg. & svcs.** | **660** | **19** | **730.3** | **.0128** | **55** |
| 3579 | Office machines n.e.c. | 1 | 1 | 44.7 | .7717 | 100 |
| **Delaware** | **All mfg. & svcs.** | **709** | **15** | **872.3** | **.0152** | **55** |
| **Dutchess** | **All mfg. & svcs.** | **3,297** | **53** | **4,395.0** | **.0768** | **67** |
| 3674 | Semiconductors & related devices | 4 | 1 | 878.6 | 7.1836 | 100 |
| *8062* | *General medical & surgical hospitals* | 7 | 7 | 356.0 | .1679 | 100 |
| **Erie** | **All mfg. & svcs.** | **12,913** | **281** | **23,533.3** | **.4112** | **65** |
| 2759 | Commercial printing n.e.c. | 122 | 3 | 109.5 | .8101 | 66 |
| 3011 | Tires & inner tubes | 3 | 3 | 341.0 | 4.3177 | 100 |
| 3312 | Blast furnaces & steel mills | 5 | 1 | 306.6 | 1.1182 | 98 |
| 3465 | Automotive stampings | 2 | 1 | 822.1 | 5.1200 | 100 |
| 3559 | Special-industry machinery n.e.c. | 6 | 1 | 215.8 | 2.9031 | 97 |
| 3699 | Electrical equipment & supplies n.e.c. | 5 | 1 | 40.7 | .2204 | 87 |
| 3714 | Motor-vehicle parts & accessories | 9 | 6 | 1,658.2 | 2.7749 | 100 |
| *4212* | *Local trucking without storage* | 159 | 1 | 735.9 | 1.5183 | 53 |
| *4953* | *Refuse systems* | 21 | 3 | 199.7 | .8291 | 77 |
| *6021* | *National commercial banks* | 8 | 2 | 1,217.6 | 1.0249 | 99 |
| *6022* | *State commercial banks* | 5 | 3 | 289.0 | .3478 | 96 |
| *6411* | *Insurance agents, brokers, & service* | 517 |  | 261.7 | .2997 | 0 |
| *6531* | *Real-estate agents & managers* | 329 |  | 201.1 | .2272 | 0 |
| *7011* | *Hotels & motels* | 110 | 8 | 99.7 | .2156 | 67 |
| *7231* | *Beauty shops* | 686 |  | 68.7 | .4392 | 0 |
| *7379* | *Computer-related services n.e.c.* | 29 | 1 | 21.2 | .2061 | 82 |
| *7389* | *Business services n.e.c.* | 164 |  | 63.5 | .2804 | 0 |
| *8011* | *Offices & clinics of medical doctors* | 1,014 |  | 311.9 | .4630 | 0 |
| *8021* | *Offices & clinics of dentists* | 530 |  | 106.0 | .4070 | 0 |
| *8059* | *Nursing & personal care n.e.c.* | 49 | 9 | 21.8 | .3317 | 87 |
| *8062* | *General medical & surgical hospitals* | 21 | 18 | 1,348.3 | .6359 | 100 |
| *8063* | *Psychiatric hospitals* | 3 | 3 | 214.0 | 2.1071 | 100 |
| *8111* | *Legal services* | 795 | 5 | 285.4 | .4681 | 30 |
| *8211* | *Elementary & secondary schools* | 318 |  | 175.2 | .2810 | 0 |
| *8221* | *Colleges & universities* | 10 | 6 | 284.0 | .6069 | 97 |
| *8299* | *Schools & educational services n.e.c.* | 175 |  | 105.0 | 1.5991 | 0 |
| *8641* | *Civic & social associations* | 260 |  | 104.1 | .8207 | 0 |
| *8661* | *Religious organizations* | 621 |  | 248.6 | .4603 | 0 |
| **Essex** | **All mfg. & svcs.** | **650** | **5** | **423.7** | **.0074** | **30** |
| **Franklin** | **All mfg. & svcs.** | **547** | **10** | **427.3** | **.0075** | **47** |
| **Fulton** | **All mfg. & svcs.** | **733** | **25** | **1,184.1** | **.0207** | **63** |
| 3944 | Games, toys, & children's vehicles | 2 | 2 | 195.4 | 2.9638 | 100 |
| **Genesee** | **All mfg. & svcs.** | **821** | **16** | **984.0** | **.0172** | **39** |
| **Greene** | **All mfg. & svcs.** | **700** | **8** | **438.2** | **.0077** | **41** |
| **Hamilton** | **All mfg. & svcs.** | **119** |  | **32.5** | **.0006** | **0** |
| **Herkimer** | **All mfg. & svcs.** | **737** | **17** | **854.3** | **.0149** | **65** |
| **Jefferson** | **All mfg. & svcs.** | **1,216** | **24** | **1,424.6** | **.0249** | **48** |
| *8062* | *General medical & surgical hospitals* | 4 | 4 | 117.0 | .0552 | 100 |
| **Kings** | **All mfg. & svcs.** | **21,859** | **303** | **25,926.5** | **.4530** | **54** |
| 2051 | Bread, cake, & related products | 63 | 4 | 211.1 | 1.0970 | 46 |
| 2253 | Knit-outerwear mills | 122 | 9 | 225.4 | 7.0669 | 36 |
| 3089 | Plastics products n.e.c. | 75 | 8 | 192.9 | .5921 | 43 |
| 3643 | Current-carrying wiring devices | 5 | 2 | 87.7 | 2.9043 | 96 |
| *4111* | *Local & suburban transit* | 28 | 1 | 931.8 | 16.5609 | 98 |
| *4212* | *Local trucking without storage* | 197 |  | 382.0 | .7881 | 0 |
| *4214* | *Local trucking with storage* | 107 | 1 | 97.6 | 1.0417 | 17 |
| *4924* | *Natural-gas distribution* | 1 | 1 | 755.6 | 4.1726 | 100 |
| *4953* | *Refuse systems* | 117 |  | 230.0 | .9549 | 0 |
| *6036* | *Nonfederal savings institutions* | 45 | 8 | 1,572.9 | 1.4884 | 89 |
| *6531* | *Real-estate agents & managers* | 1,042 |  | 520.6 | .5884 | 0 |
| *7231* | *Beauty shops* | 1,140 |  | 114.0 | .7287 | 0 |
| *7389* | *Business services n.e.c.* | 186 |  | 78.2 | .3453 | 0 |
| *8011* | *Offices & clinics of medical doctors* | 2,129 |  | 599.6 | .8901 | 0 |
| *8021* | *Offices & clinics of dentists* | 1,073 |  | 214.6 | .8240 | 0 |
| *8059* | *Nursing & personal care n.e.c.* | 42 | 10 | 24.3 | .3697 | 74 |
| *8062* | *General medical & surgical hospitals* | 27 | 21 | 1,704.1 | .8037 | 99 |
| *8111* | *Legal services* | 1,096 |  | 329.5 | .5404 | 0 |
| *8211* | *Elementary & secondary schools* | 529 | 1 | 3,240.0 | 5.1958 | 90 |
| *8221* | *Colleges & universities* | 38 | 11 | 304.6 | .6509 | 89 |
| *8299* | *Schools & educational services n.e.c.* | 442 |  | 265.2 | 4.0389 | 0 |
| *8641* | *Civic & social associations* | 304 |  | 91.2 | .7190 | 0 |
| *8661* | *Religious organizations* | 1,052 | 1 | 317.1 | .5871 | 1 |
| **Lewis** | **All mfg. & svcs.** | **268** | **9** | **400.0** | **.0070** | **67** |
| **Livingston** | **All mfg. & svcs.** | **641** | **14** | **724.0** | **.0126** | **47** |
| **Madison** | **All mfg. & svcs.** | **764** | **12** | **699.8** | **.0122** | **43** |
| 3914 | Silverware & plated & stainless ware | 2 | 2 | 98.3 | 12.1839 | 100 |
| **Monroe** | **All mfg. & svcs.** | **11,106** | **177** | **24,955.5** | **.4360** | **75** |
| 2752 | Commercial lithographic printing | 90 | 5 | 154.8 | .7006 | 55 |
| 3089 | Plastics products n.e.c. | 58 | 3 | 176.9 | .5430 | 57 |
| 3544 | Special dies, tools, jigs, & fixtures | 112 | 5 | 96.2 | 2.4775 | 58 |
| 3577 | Computer peripheral equipment n.e.c. | 10 | 3 | 147.8 | .5190 | 93 |
| 3679 | Electronic components n.e.c. | 8 | 2 | 254.4 | 1.2310 | 96 |
| 3699 | Electrical equipment & supplies n.e.c. | 11 | 4 | 166.4 | .9011 | 94 |
| 3714 | Motor-vehicle parts & accessories | 4 | 1 | 642.8 | 1.0757 | 99 |
| 3851 | Ophthalmic goods | 8 | 4 | 89.1 | 7.2776 | 99 |
| 3861 | Photographic equipment & supplies | 19 | 8 | 6,115.0 | 43.0080 | 100 |
| *6021* | *National commercial banks* | 9 | 5 | 1,392.3 | 1.1719 | 99 |
| *6411* | *Insurance agents, brokers, & service* | 425 |  | 232.5 | .2663 | 0 |
| *6531* | *Real-estate agents & managers* | 416 |  | 321.3 | .3630 | 0 |
| *7231* | *Beauty shops* | 532 |  | 54.1 | .3458 | 0 |
| *7334* | *Photocopying & duplicating services* | 25 | 1 | 418.2 | 19.3477 | 98 |
| *7389* | *Business services n.e.c.* | 187 |  | 79.3 | .3501 | 0 |
| *8011* | *Offices & clinics of medical doctors* | 716 |  | 210.4 | .3123 | 0 |
| *8059* | *Nursing & personal care n.e.c.* | 48 | 11 | 28.4 | .4321 | 92 |
| *8062* | *General medical & surgical hospitals* | 7 | 5 | 402.1 | .1897 | 100 |
| *8111* | *Legal services* | 556 | 3 | 197.6 | .3241 | 25 |
| *8211* | *Elementary & secondary schools* | 193 |  | 109.3 | .1753 | 0 |
| *8221* | *Colleges & universities* | 8 | 5 | 133.9 | .2861 | 98 |
| *8322* | *Individual & family social services* | 316 |  | 35.6 | .2677 | 0 |
| *8661* | *Religious organizations* | 448 |  | 134.4 | .2488 | 0 |
| *8721* | *Accounting, auditing, & bookkeeping* | 216 |  | 164.8 | .5854 | 0 |
| **Montgomery** | **All mfg. & svcs.** | **704** | **32** | **1,013.6** | **.0177** | **64** |
| **Nassau** | **All mfg. & svcs.** | **24,325** | **417** | **37,442.2** | **.6542** | **65** |
| 2731 | Book publishing | 53 | 5 | 520.8 | 3.8258 | 87 |
| 2741 | Miscellaneous publishing | 41 | 6 | 115.8 | 2.8928 | 61 |
| 2752 | Commercial lithographic printing | 132 | 5 | 175.6 | .7947 | 39 |
| 2759 | Commercial printing n.e.c. | 213 | 5 | 99.7 | .7376 | 30 |
| 3089 | Plastics products n.e.c. | 102 | 9 | 262.9 | .8070 | 43 |
| 3672 | Printed circuit boards | 5 | 4 | 106.3 | 4.0761 | 99 |
| 3679 | Electronic components n.e.c. | 48 | 12 | 315.6 | 1.5272 | 81 |
| 3699 | Electrical equipment & supplies n.e.c. | 32 | 4 | 425.9 | 2.3064 | 90 |
| 3721 | Aircraft | 4 | 2 | 2,174.1 | 5.4957 | 100 |
| 3728 | Aircraft parts & equipment n.e.c. | 22 | 5 | 227.4 | 1.5514 | 85 |
| 3812 | Search & navigation equipment | 1 | 1 | 870.7 | 14.9803 | 100 |
| 3829 | Measuring & controlling devices n.e.c. | 15 | 1 | 43.4 | 1.0894 | 9 |
| *4111* | *Local & suburban transit* | 66 | 1 | 84.2 | 1.4965 | 39 |
| *4931* | *Electric & other services combined* | 3 | 1 | 1,300.1 | 4.4333 | 99 |
| *6331* | *Fire, marine, & casualty insurance* | 10 | 7 | 1,192.4 | 1.4191 | 98 |
| *6411* | *Insurance agents, brokers, & service* | 1,095 |  | 583.4 | .6681 | 0 |
| *6531* | *Real-estate agents & managers* | 922 |  | 390.1 | .4407 | 0 |
| *7231* | *Beauty shops* | 863 |  | 90.7 | .5798 | 0 |
| *7349* | *Building maintenance services n.e.c.* | 206 | 4 | 45.2 | .6812 | 20 |
| *7359* | *Equipment rental & leasing n.e.c.* | 37 | 2 | 19.5 | .2103 | 57 |
| *7374* | *Computer processing & data preparation* | 169 | 3 | 219.4 | 1.1450 | 43 |
| *7381* | *Detective & armored-car services* | 124 | 6 | 72.2 | 3.1158 | 83 |
| *7384* | *Photofinishing laboratories* | 126 | 2 | 46.5 | 1.1121 | 58 |
| *7389* | *Business services n.e.c.* | 501 | 3 | 234.7 | 1.0362 | 36 |
| *7832* | *Non-drive-in motion-picture theaters* | 57 | 1 | 118.3 | 2.0126 | 95 |
| *7991* | *Physical-fitness facilities* | 119 | 1 | 61.6 | 1.3117 | 5 |
| *8011* | *Offices & clinics of medical doctors* | 2,258 |  | 663.4 | .9848 | 0 |
| *8021* | *Offices & clinics of dentists* | 1,399 |  | 281.6 | 1.0812 | 0 |
| *8049* | *Offices of health practitioners n.e.c.* | 644 | 1 | 97.4 | 1.0541 | 33 |
| *8059* | *Nursing & personal care n.e.c.* | 42 | 10 | 23.7 | .3606 | 59 |
| *8062* | *General medical & surgical hospitals* | 18 | 17 | 1,131.1 | .5335 | 100 |
| *8111* | *Legal services* | 1,840 | 3 | 431.2 | .7072 | 12 |
| *8211* | *Elementary & secondary schools* | 319 |  | 195.1 | .3129 | 0 |
| *8221* | *Colleges & universities* | 16 | 10 | 554.8 | 1.1856 | 98 |
| *8351* | *Child day-care services* | 145 |  | 29.0 | .3894 | 0 |
| *8641* | *Civic & social associations* | 251 |  | 75.1 | .5921 | 0 |
| *8661* | *Religious organizations* | 538 | 1 | 221.9 | .4108 | 3 |
| *8711* | *Engineering services* | 220 |  | 219.6 | .7058 | 0 |
| *8712* | *Architectural services* | 149 |  | 150.8 | 1.2080 | 0 |
| *8721* | *Accounting, auditing, & bookkeeping* | 559 | 1 | 294.7 | 1.0468 | 2 |
| **New York (Manhattan)** | **All mfg. & svcs.** | **63,125** | **1,620** | **318,666.7** | **5.5675** | **80** |
| 2085 | Distilled & blended liquors | 4 | 3 | 133.3 | 1.3662 | 99 |
| 2111 | Cigarettes | 8 | 4 | 225.9 | 1.1043 | 93 |
| 2221 | Synthetics- & silk-weaving mills | 27 | 7 | 167.5 | 2.6197 | 65 |
| 2253 | Knit-outerwear mills | 78 | 3 | 102.9 | 3.2262 | 31 |
| 2311 | Men's & boys' suits & coats | 167 | 11 | 213.5 | 5.3758 | 35 |
| 2323 | Men's & boys' neckwear | 59 | 4 | 80.1 | 24.1994 | 29 |
| 2325 | Men's & boys' trousers & slacks | 34 | 4 | 131.1 | 3.3897 | 35 |
| 2331 | Women's & misses' blouses & shirts | 227 | 10 | 409.9 | 8.7576 | 28 |
| 2335 | Women's & misses' dresses | 393 | 18 | 540.9 | 12.6506 | 24 |
| 2337 | Women's & misses' suits & coats | 180 | 17 | 544.9 | 17.3618 | 42 |
| 2339 | Women's & misses' outerwear n.e.c. | 192 | 12 | 204.8 | 6.2261 | 25 |
| 2341 | Women's & children's underwear | 106 | 6 | 121.5 | 4.5783 | 24 |
| 2361 | Girls' & children's dresses & blouses | 78 | 12 | 176.4 | 16.5587 | 63 |
| 2369 | Girls' & children's outerwear n.e.c. | 48 | 7 | 82.3 | 5.5646 | 75 |
| 2371 | Fur goods | 247 | 2 | 521.3 | 77.7479 | 7 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 2387 | Apparel belts | 45 | 4 | 95.6 | 22.3156 | 33 |
| 2395 | Pleating, stitching, & tucking | 88 | 3 | 119.6 | 22.8375 | 24 |
| 2621 | Paper mills | 22 | 4 | 205.8 | .8958 | 92 |
| 2711 | Newspapers | 220 | 10 | 1,217.0 | 4.3618 | 85 |
| 2721 | Periodicals | 715 | 47 | 4,121.3 | 23.9120 | 67 |
| 2731 | Book publishing | 462 | 37 | 2,381.4 | 17.4936 | 74 |
| 2741 | Miscellaneous publishing | 218 | 10 | 319.7 | 7.9865 | 71 |
| 2752 | Commercial lithographic printing | 643 | 13 | 878.8 | 3.9771 | 24 |
| 2759 | Commercial printing n.e.c. | 836 | 24 | 589.6 | 4.3618 | 55 |
| 2789 | Bookbinding & related work | 92 | 3 | 64.1 | 8.0195 | 17 |
| 2791 | Typesetting | 284 | 5 | 204.7 | 6.9923 | 27 |
| 2796 | Platemaking & related services | 148 | 8 | 193.8 | 8.8063 | 44 |
| 2824 | Noncellulosic manmade organic fibers | 3 | 1 | 49.9 | .7033 | 96 |
| 2834 | Pharmaceutical preparations | 16 | 3 | 105.8 | .3828 | 72 |
| 2842 | Polishes & sanitation goods | 6 | 1 | 469.3 | 5.5848 | 96 |
| 2844 | Toilet preparations | 46 | 9 | 264.1 | 1.9186 | 58 |
| 2869 | Industrial organic chemicals n.e.c. | 9 | 2 | 133.1 | .5284 | 92 |
| 3171 | Women's handbags & purses | 83 | 6 | 94.4 | 20.7018 | 43 |
| 3639 | Household appliances n.e.c. | 9 | 1 | 36.3 | 1.5517 | 80 |
| 3724 | Aircraft engines & engine parts | 4 | 2 | 48.6 | .4460 | 98 |
| 3911 | Precious-metal jewelry | 494 | 10 | 1,225.9 | 24.9177 | 43 |
| 3961 | Costume jewelry | 88 | 7 | 202.7 | 12.9819 | 37 |
| 3993 | Signs & advertising specialties | 237 | 4 | 164.7 | 1.8021 | 39 |
| 3999 | Manufactures n.e.c. | 72 | 4 | 264.0 | 5.4698 | 47 |
| *4011* | *Line-haul-operating railroads* | *27* | *7* | *1,258.2* | *5.1570* | *97* |
| *4111* | *Local & suburban transit* | *48* | *8* | *713.4* | *12.6793* | *96* |
| *4119* | *Local passenger transportation n.e.c.* | *159* | *1* | *102.8* | *3.4977* | *6* |
| *4131* | *Intercity & rural bus transportation* | *21* | *3* | *74.2* | *3.9987* | *86* |
| *4212* | *Local trucking without storage* | *195* | *1* | *3,378.3* | *6.9702* | *89* |
| *4214* | *Local trucking with storage* | *148* | *1* | *134.9* | *1.4398* | *12* |
| *4215* | *Courier services, except by air* | *97* | *1* | *256.0* | *2.8740* | *25* |
| *4412* | *Deep-sea foreign transport of freight* | *118* | *25* | *1,174.5* | *21.9656* | *87* |
| *4491* | *Marine cargo handling* | *14* | *6* | *116.6* | *4.1939* | *92* |
| *4512* | *Scheduled air transportation* | *29* | *13* | *879.3* | *2.5913* | *87* |
| *4724* | *Travel agencies* | *1,201* | *1* | *699.8* | *10.4456* | *1* |
| *4729* | *Passenger-transport arrangement n.e.c.* | *299* | *3* | *384.5* | *4.7800* | *40* |
| *4731* | *Arrangement of freight transportation* | *639* | *13* | *1,433.0* | *9.3324* | *27* |
| *4813* | *Nonradio telephone communications* | *60* | *5* | *11,278.2* | *11.3771* | *97* |
| *4832* | *Radio broadcasting stations* | *84* | *6* | *401.3* | *4.8088* | *70* |
| *4833* | *Television broadcasting stations* | *74* | *14* | *5,628.3* | *18.4262* | *95* |
| *4841* | *Cable & other pay-television services* | *57* | *7* | *1,069.3* | *2.7168* | *79* |
| *4911* | *Electric services* | *7* | *4* | *1,330.5* | *.9137* | *89* |
| *4931* | *Electric & other services combined* | *3* | *2* | *1,601.6* | *5.4614* | *100* |
| *4953* | *Refuse systems* | *58* | *2* | *803.8* | *3.3372* | *86* |
| *4959* | *Sanitary services n.e.c.* | *3* | *3* | *127.0* | *19.1294* | *100* |
| *6011* | *Federal reserve banks* | *1* | *1* | *2,605.0* | *15.5120* | *100* |
| *6021* | *National commercial banks* | *38* | *23* | *9,680.9* | *8.1484* | *99* |
| *6022* | *State commercial banks* | *34* | *18* | *7,449.6* | *8.9648* | *64* |
| *6036* | *Nonfederal savings institutions* | *49* | *16* | *3,620.8* | *3.4264* | *96* |
| *6099* | *Functions related to deposit banking* | *60* | *4* | *718.5* | *36.2220* | *95* |
| *6111* | *Federal & federal-sponsored credit* | *2* | *2* | *140.4* | *1.4463* | *100* |
| *6141* | *Personal credit institutions* | *136* | *5* | *201.0* | *.4829* | *39* |
| *6153* | *Short-term business credit* | *77* | *14* | *2,119.2* | *17.6327* | *90* |
| *6159* | *Misc. business credit institutions* | *22* | *4* | *3,456.0* | *28.5941* | *96* |
| *6211* | *Security brokers & dealers* | *1,171* | *83* | *49,942.2* | *37.7133* | *82* |
| *6221* | *Commodity contracts brokers & dealers* | *279* | *7* | *12,804.2* | *16.5089* | *47* |
| *6231* | *Security & commodity exchanges* | *5* | *3* | *212.0* | *52.5533* | *98* |
| *6282* | *Investment advice* | *327* | *13* | *1,342.4* | *11.0204* | *87* |
| *6289* | *Security & commodity services n.e.c.* | *30* | *14* | *4,104.3* | *52.7409* | *73* |
| *6311* | *Life insurance* | *39* | *19* | *18,546.6* | *15.5838* | *94* |
| *6321* | *Accident & health insurance* | *15* | *6* | *65,588.5* | *47.0418* | *100* |
| *6324* | *Hospital & medical service plans* | *3* | *2* | *627.0* | *4.2797* | *99* |
| *6331* | *Fire, marine, & casualty insurance* | *92* | *32* | *13,452.1* | *16.0091* | *97* |
| *6399* | *Insurance carriers n.e.c.* | *2* | *1* | *1,805.5* | *90.8382* | *98* |
| *6411* | *Insurance agents, brokers, & service* | *1,432* | *12* | *1,631.9* | *1.8688* | *71* |
| *6531* | *Real-estate agents & managers* | *2,992* | *16* | *4,035.9* | *4.5594* | *63* |
| *6552* | *Land subdividers & developers n.e.c.* | *157* | *4* | *296.7* | *2.5744* | *28* |
| *6719* | *Holding companies n.e.c.* | *107* | *20* | *1,319.8* | *8.6766* | *51* |
| *6722* | *Open-end management investment* | *24* | *12* | *4,606.8* | *52.2597* | *97* |
| *6726* | *Investment offices n.e.c.* | *13* | *4* | *1,487.1* | *47.4233* | *93* |
| *6732* | *Educational, religious, etc. trusts* | *39* | *3* | *204.1* | *25.1386* | *55* |
| *7011* | *Hotels & motels* | *378* | *63* | *1,575.1* | *3.4068* | *94* |
| *7211* | *Power laundries, family & commercial* | *162* |  | *65.0* | *3.3044* | *0* |
| *7212* | *Garment pressing & cleaners' agents* | *529* |  | *53.4* | *1.3659* | *0* |
| *7231* | *Beauty shops* | *1,053* |  | *225.1* | *1.4390* | *0* |
| *7299* | *Miscellaneous personal services n.e.c.* | *132* | *1* | *69.3* | *2.5609* | *25* |
| *7311* | *Advertising agencies* | *1,252* | *56* | *9,406.0* | *21.5219* | *70* |
| *7331* | *Direct-mail advertising services* | *174* | *4* | *183.1* | *6.1416* | *5* |
| *7334* | *Photocopying & duplicating services* | *204* | *2* | *111.5* | *5.1585* | *12* |
| *7335* | *Commercial photography* | *1,076* |  | *466.9* | *7.1733* | *0* |
| *7336* | *Commercial art & graphic design* | *1,098* |  | *455.4* | *10.0280* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *200* | *9* | *139.0* | *2.0949* | *74* |
| *7359* | *Equipment rental & leasing n.e.c.* | *84* | *7* | *481.7* | *5.1940* | *86* |
| *7361* | *Employment agencies* | *908* | *3* | *248.7* | *6.4661* | *25* |
| *7363* | *Help supply services* | *245* | *3* | *33.4* | *3.5351* | *24* |
| *7372* | *Prepackaged software* | *116* | *4* | *231.5* | *1.8792* | *42* |
| *7374* | *Computer processing & data preparation* | *460* | *10* | *914.3* | *4.7715* | *39* |
| *7379* | *Computer-related services n.e.c.* | *316* | *8* | *436.0* | *4.2383* | *16* |
| *7384* | *Photofinishing laboratories* | *416* |  | *384.1* | *9.1861* | *0* |
| *7389* | *Business services n.e.c.* | *1,735* | *12* | *1,245.5* | *5.4990* | *28* |
| *7521* | *Automobile parking* | *605* | *2* | *152.7* | *10.8978* | *51* |
| *7631* | *Watch, clock, & jewelry repair* | *494* |  | *100.0* | *12.1640* | *0* |
| *7812* | *Motion-picture & video-tape production* | *901* | *12* | *1,145.6* | *14.8636* | *51* |
| *7822* | *Motion-picture & tape distribution* | *134* | *7* | *1,426.1* | *25.9716* | *51* |
| *7922* | *Theatrical producers & services* | *267* | *4* | *429.4* | *13.9674* | *26* |
| *7929* | *Entertainers & entertainment groups* | *241* | *3* | *277.8* | *10.2241* | *6* |
| *7991* | *Physical-fitness facilities* | *151* |  | *58.5* | *1.2457* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *4,596* | *1* | *948.3* | *1.4078* | *0* |
| *8021* | *Offices & clinics of dentists* | *1,609* |  | *324.2* | *1.2448* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *765* | *1* | *254.2* | *2.7510* | *37* |
| *8051* | *Skilled-nursing-care facilities* | *2* | *2* | *40.0* | *3.6383* | *100* |
| *8059* | *Nursing & personal care n.e.c.* | *23* | *10* | *27.4* | *.4169* | *95* |
| *8062* | *General medical & surgical hospitals* | *37* | *26* | *3,671.2* | *1.7315* | *99* |
| *8111* | *Legal services* | *5,560* | *97* | *3,928.0* | *6.4423* | *49* |
| *8211* | *Elementary & secondary schools* | *288* | *1* | *191.2* | *.3066* | *8* |
| *8221* | *Colleges & universities* | *62* | *30* | *1,160.2* | *2.4794* | *95* |
| *8231* | *Libraries* | *457* | *3* | *121.4* | *1.4274* | *60* |
| *8299* | *Schools & educational services n.e.c.* | *643* |  | *480.7* | *7.3208* | *0* |
| *8322* | *Individual & family social services* | *967* | *5* | *274.9* | *2.0674* | *87* |
| *8331* | *Job training & related services* | *46* | *3* | *131.7* | *12.3096* | *91* |
| *8412* | *Museums & art galleries* | *794* | *3* | *162.0* | *6.1160* | *44* |
| *8611* | *Business associations* | *174* | *11* | *267.1* | *5.3305* | *51* |
| *8621* | *Professional membership organizations* | *117* | *10* | *223.5* | *11.8719* | *59* |
| *8631* | *Labor organizations* | *335* | *6* | *198.8* | *4.8037* | *19* |
| *8641* | *Civic & social associations* | *591* | *7* | *270.3* | *2.1309* | *13* |
| *8661* | *Religious organizations* | *803* | *7* | *353.5* | *.6545* | *11* |
| *8711* | *Engineering services* | *884* | *13* | *560.4* | *1.8012* | *53* |
| *8712* | *Architectural services* | *760* | *3* | *146.7* | *1.1752* | *29* |
| *8721* | *Accounting, auditing, & bookkeeping* | *1,728* | *18* | *1,580.8* | *5.6154* | *33* |
| *8732* | *Commercial nonphysical research* | *237* | *1* | *196.8* | *8.3217* | *15* |
| *8733* | *Noncommercial research organizations* | *169* | *2* | *116.5* | *2.7925* | *65* |
| *8741* | *Management services* | *738* | *5* | *1,150.9* | *11.9639* | *62* |
| *8742* | *Management consulting services* | *648* | *9* | *621.4* | *6.9167* | *32* |
| *8743* | *Public-relations services* | *810* | *7* | *617.5* | *16.2886* | *19* |
| *8748* | *Business consulting services n.e.c.* | *396* | *16* | *941.4* | *8.2124* | *66* |
| **Niagara** | **All mfg. & svcs.** | **2,397** | **69** | **4,849.1** | **.0847** | **72** |
| 3714 | Motor-vehicle parts & accessories | 2 | 1 | 1,284.4 | 2.1494 | 100 |
| *8062* | *General medical & surgical hospitals* | *5* | *5* | *173.0* | *.0816* | *100* |
| *8661* | *Religious organizations* | *169* |  | *67.6* | *.1252* | *0* |
| **Oneida** | **All mfg. & svcs.** | **3,471** | **74** | **4,466.1** | **.0780** | **58** |
| 3546 | Power-driven handtools | 1 | 1 | 136.7 | 9.9036 | 100 |
| 3679 | Electronic components n.e.c. | 2 | 1 | 183.1 | .8860 | 100 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *207.0* | *.0976* | *99* |
| **Onondaga** | **All mfg. & svcs.** | **6,889** | **126** | **12,274.5** | **.2145** | **63** |
| 3585 | Refrigeration & heating equipment | 4 | 2 | 1,739.8 | 8.2465 | 100 |
| 3714 | Motor-vehicle parts & accessories | 3 | 2 | 770.7 | 1.2897 | 100 |
| *4212* | *Local trucking without storage* | *90* | *1* | *246.5* | *.5086* | *25* |
| *4923* | *Gas transmission & distribution* | *1* | *1* | *232.1* | *1.1785* | *100* |
| *6411* | *Insurance agents, brokers, & service* | *348* |  | *189.8* | *.2174* | *0* |
| *8062* | *General medical & surgical hospitals* | *8* | *7* | *734.1* | *.3462* | *100* |
| *8211* | *Elementary & secondary schools* | *140* |  | *84.2* | *.1350* | *0* |
| *8221* | *Colleges & universities* | *7* | *4* | *143.8* | *.3073* | *96* |
| *8322* | *Individual & family social services* | *182* |  | *21.2* | *.1594* | *0* |
| *8661* | *Religious organizations* | *276* |  | *82.8* | *.1533* | *0* |
| **Ontario** | **All mfg. & svcs.** | **983** | **26** | **1,076.0** | **.0188** | **55** |
| **Orange** | **All mfg. & svcs.** | **4,201** | **66** | **3,687.0** | **.0644** | **44** |
| *8062* | *General medical & surgical hospitals* | *10* | *8* | *245.0* | *.1156* | *98* |
| **Orleans** | **All mfg. & svcs.** | **748** | **7** | **611.1** | **.0107** | **51** |
| **Oswego** | **All mfg. & svcs.** | **1,240** | **24** | **1,982.2** | **.0346** | **72** |
| *4911* | *Electric services* | *5* | *5* | *195.7* | *.1344* | *100* |
| **Otsego** | **All mfg. & svcs.** | **768** | **12** | **704.7** | **.0123** | **45** |
| **Putnam** | **All mfg. & svcs.** | **917** | **8** | **567.4** | **.0099** | **31** |
| **Queens** | **All mfg. & svcs.** | **19,695** | **332** | **21,363.4** | **.3732** | **50** |
| 2051 | Bread, cake, & related products | 36 | 6 | 160.3 | .8330 | 66 |
| 2253 | Knit-outerwear mills | 44 | 8 | 126.0 | 3.9505 | 50 |
| 2759 | Commercial printing n.e.c. | 184 | 6 | 115.2 | .8522 | 36 |
| 3089 | Plastics products n.e.c. | 51 | 9 | 193.4 | .5937 | 65 |
| *4011* | *Line-haul-operating railroads* | *4* | *2* | *279.7* | *1.1464* | *98* |
| *4111* | *Local & suburban transit* | *59* | *4* | *202.3* | *3.5955* | *78* |
| *4119* | *Local passenger transportation n.e.c.* | *216* |  | *132.5* | *4.5082* | *0* |
| *4212* | *Local trucking without storage* | *171* | *2* | *451.8* | *.9322* | *6* |

1987 S&MM Estimate

## NEW YORK (Queens, cont.)

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4512 | Scheduled air transportation | 29 | 6 | 718.7 | 2.1180 | 82 |
| 4513 | Air courier services | 147 | 2 | 152.3 | 6.1750 | 63 |
| 4581 | Airports, flying fields, & services | 17 | 7 | 412.0 | 1.3423 | 93 |
| 4731 | Arrangement of freight transportation | 461 | 4 | 612.9 | 3.9915 | 12 |
| 6036 | Nonfederal savings institutions | 68 | 5 | 623.7 | .5902 | 57 |
| 6411 | Insurance agents, brokers, & service | 491 |  | 198.8 | .2277 | 0 |
| 6513 | Operators of apartment buildings | 54 | 3 | 964.7 | 8.4948 | 99 |
| 7231 | Beauty shops | 926 |  | 92.6 | .5919 | 0 |
| 7948 | Racing, including track operation | 3 | 2 | 283.1 | 16.0306 | 100 |
| 8011 | Offices & clinics of medical doctors | 1,874 |  | 394.0 | .5849 | 0 |
| 8021 | Offices & clinics of dentists | 1,096 |  | 219.2 | .8416 | 0 |
| 8059 | Nursing & personal care n.e.c. | 61 | 13 | 31.9 | .4853 | 66 |
| 8062 | General medical & surgical hospitals | 18 | 15 | 841.0 | .3967 | 99 |
| 8063 | Psychiatric hospitals | 2 | 2 | 151.0 | 1.4868 | 100 |
| 8111 | Legal services | 764 |  | 229.2 | .3759 | 0 |
| 8211 | Elementary & secondary schools | 356 |  | 226.4 | .3631 | 0 |
| 8221 | Colleges & universities | 10 | 3 | 110.6 | .2364 | 96 |
| 8299 | Schools & educational services n.e.c. | 298 |  | 149.0 | 2.2692 | 0 |
| 8322 | Individual & family social services | 331 |  | 45.1 | .3392 | 0 |
| 8641 | Civic & social associations | 229 |  | 68.7 | .5416 | 0 |
| 8661 | Religious organizations | 686 |  | 205.8 | .3810 | 0 |
| **Rensselaer** | **All mfg. & svcs.** | **1,722** | **28** | **1,651.2** | **.0288** | **57** |
| 8062 | General medical & surgical hospitals | 3 | 3 | 144.0 | .0679 | 100 |
| **Richmond** | **All mfg. & svcs.** | **3,759** | **30** | **3,269.2** | **.0571** | **53** |
| 8062 | General medical & surgical hospitals | 8 | 7 | 770.1 | .3632 | 100 |
| **Rockland** | **All mfg. & svcs.** | **4,408** | **56** | **4,274.4** | **.0747** | **55** |
| 8062 | General medical & surgical hospitals | 3 | 3 | 320.0 | .1509 | 100 |
| 8661 | Religious organizations | 142 |  | 57.4 | .1063 | 0 |
| **St. Lawrence** | **All mfg. & svcs.** | **1,189** | **29** | **1,480.8** | **.0259** | **62** |
| 3334 | Primary aluminum | 2 | 2 | 448.5 | 8.2922 | 100 |
| 8221 | Colleges & universities | 9 | 7 | 114.9 | .2455 | 98 |
| **Saratoga** | **All mfg. & svcs.** | **1,353** | **21** | **1,262.1** | **.0221** | **50** |
| **Schenectady** | **All mfg. & svcs.** | **2,001** | **26** | **3,133.9** | **.0548** | **67** |
| 3511 | Turbines & turbine-generator set units | 1 | 1 | 1,352.7 | 41.6549 | 100 |
| 8062 | General medical & surgical hospitals | 4 | 4 | 180.0 | .0849 | 100 |
| 8731 | Commercial physical research | 2 | 1 | 20.5 | .1996 | 100 |
| **Schoharie** | **All mfg. & svcs.** | **350** | **4** | **212.9** | **.0037** | **20** |
| **Schuyler** | **All mfg. & svcs.** | **234** | **5** | **281.9** | **.0049** | **55** |
| **Seneca** | **All mfg. & svcs.** | **377** | **7** | **447.1** | **.0078** | **57** |
| **Steuben** | **All mfg. & svcs.** | **1,203** | **25** | **2,069.0** | **.0361** | **68** |
| 3229 | Pressed & blown glass n.e.c. | 3 | 1 | 342.6 | 12.9665 | 99 |
| 8062 | General medical & surgical hospitals | 4 | 4 | 124.0 | .0585 | 100 |
| **Suffolk** | **All mfg. & svcs.** | **16,599** | **303** | **21,200.2** | **.3704** | **59** |
| 2844 | Toilet preparations | 19 | 7 | 1,381.8 | 10.0381 | 97 |
| 3089 | Plastics products n.e.c. | 82 | 13 | 234.6 | .7201 | 56 |
| 3661 | Telephone & telegraph apparatus | 15 | 5 | 171.3 | .7612 | 60 |
| 3679 | Electronic components n.e.c. | 40 | 10 | 259.9 | 1.2577 | 83 |
| 3699 | Electrical equipment & supplies n.e.c. | 30 | 10 | 558.4 | 3.0240 | 90 |
| 3721 | Aircraft | 2 | 1 | 333.3 | .8425 | 99 |
| 3728 | Aircraft parts & equipment n.e.c. | 29 | 6 | 313.5 | 2.1388 | 78 |
| 3829 | Measuring & controlling devices n.e.c. | 24 | 4 | 131.9 | 3.3108 | 81 |
| 4212 | Local trucking without storage | 97 | 1 | 307.3 | .6340 | 37 |
| 4581 | Airports, flying fields, & services | 32 | 2 | 278.6 | .9077 | 86 |
| 4953 | Refuse systems | 114 |  | 217.2 | .9018 | 0 |
| 6324 | Hospital & medical service plans | 1 | 1 | 810.0 | 5.5288 | 100 |
| 6411 | Insurance agents, brokers, & service | 598 | 2 | 258.1 | .2956 | 29 |
| 7011 | Hotels & motels | 231 | 3 | 59.9 | .1296 | 47 |
| 7349 | Building maintenance services n.e.c. | 176 |  | 33.1 | .4988 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,201 |  | 350.3 | .5200 | 0 |
| 8021 | Offices & clinics of dentists | 809 |  | 161.8 | .6213 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 387 |  | 71.9 | .7781 | 0 |
| 8062 | General medical & surgical hospitals | 23 | 18 | 1,474.0 | .6952 | 100 |
| 8063 | Psychiatric hospitals | 5 | 5 | 171.0 | 1.6837 | 100 |
| 8111 | Legal services | 850 |  | 170.0 | .2788 | 0 |
| 8211 | Elementary & secondary schools | 325 |  | 196.3 | .3148 | 0 |
| 8221 | Colleges & universities | 8 | 4 | 497.9 | 1.0640 | 99 |
| 8322 | Individual & family social services | 311 |  | 127.1 | .9559 | 0 |
| 8351 | Child day-care services | 137 |  | 27.4 | .3679 | 0 |
| 8641 | Civic & social associations | 224 |  | 89.7 | .7072 | 0 |
| 8661 | Religious organizations | 472 |  | 141.6 | .2622 | 0 |
| 8711 | Engineering services | 152 | 3 | 132.2 | .4249 | 61 |
| **Sullivan** | **All mfg. & svcs.** | **1,084** | **13** | **692.7** | **.0121** | **35** |
| 7011 | Hotels & motels | 84 | 9 | 156.1 | .3376 | 85 |
| **Tioga** | **All mfg. & svcs.** | **453** | **7** | **886.5** | **.0155** | **78** |
| 7373 | Computer integrated systems design | 1 | 1 | 664.9 | 27.8539 | 100 |
| **Tompkins** | **All mfg. & svcs.** | **1,232** | **14** | **1,312.4** | **.0229** | **57** |
| 8221 | Colleges & universities | 3 | 3 | 146.0 | .3120 | 100 |
| **Ulster** | **All mfg. & svcs.** | **2,320** | **34** | **3,185.8** | **.0557** | **66** |
| 7011 | Hotels & motels | 102 | 7 | 89.2 | .1929 | 51 |
| **Warren** | **All mfg. & svcs.** | **1,351** | **19** | **1,285.2** | **.0225** | **59** |
| **Washington** | **All mfg. & svcs.** | **469** | **13** | **502.2** | **.0088** | **60** |
| **Wayne** | **All mfg. & svcs.** | **1,010** | **21** | **1,081.3** | **.0189** | **62** |
| 3081 | Unsupported plastics film & sheet | 2 | 1 | 156.1 | 9.0540 | 97 |
| **Westchester** | **All mfg. & svcs.** | **15,332** | **224** | **38,741.3** | **.6769** | **80** |
| 2096 | Potato chips & similar snacks | 1 | 1 | 39.5 | .7706 | 100 |
| 2111 | Cigarettes | 1 | 1 | 146.8 | .7176 | 100 |
| 2721 | Periodicals | 45 | 1 | 499.2 | 2.8964 | 78 |
| 2865 | Cyclic crudes & intermediates | 2 | 1 | 82.7 | 1.1187 | 82 |
| 3577 | Computer peripheral equipment n.e.c. | 17 | 8 | 337.8 | 1.1863 | 96 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 1 | 1,501.0 | 1.6196 | 100 |
| 3829 | Measuring & controlling devices n.e.c. | 7 | 5 | 115.6 | 2.9017 | 98 |
| 4911 | Electric services | 2 | 2 | .1 | .0001 | 100 |
| 6021 | National commercial banks | 5 | 4 | 438.3 | .3689 | 99 |
| 6221 | Commodity contracts brokers & dealers | 7 | 2 | 15,123.2 | 19.4988 | 99 |
| 6331 | Fire, marine, & casualty insurance | 2 | 1 | 904.0 | 1.0758 | 99 |
| 6411 | Insurance agents, brokers, & service | 523 | 2 | 252.8 | .2895 | 35 |
| 6531 | Real-estate agents & managers | 806 | 1 | 423.4 | .4783 | 4 |
| 7011 | Hotels & motels | 58 | 4 | 57.4 | .1242 | 41 |
| 7231 | Beauty shops | 561 |  | 56.9 | .3637 | 0 |
| 7372 | Prepackaged software | 18 | 3 | 834.2 | 6.7715 | 100 |
| 7379 | Computer-related services n.e.c. | 55 | 2 | 548.5 | 5.3319 | 98 |
| 7389 | Business services n.e.c. | 247 | 1 | 59.2 | .2614 | 12 |
| 7538 | General automotive repair shops | 406 |  | 121.8 | .5222 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,522 |  | 314.7 | .4672 | 0 |
| 8021 | Offices & clinics of dentists | 771 |  | 154.2 | .5921 | 0 |
| 8059 | Nursing & personal care n.e.c. | 47 | 8 | 25.7 | .3910 | 74 |
| 8062 | General medical & surgical hospitals | 21 | 15 | 719.1 | .3392 | 98 |
| 8111 | Legal services | 1,125 |  | 238.6 | .3913 | 0 |
| 8211 | Elementary & secondary schools | 209 |  | 115.1 | .1846 | 0 |
| 8221 | Colleges & universities | 15 | 7 | 185.7 | .3968 | 94 |
| 8299 | Schools & educational services n.e.c. | 246 |  | 123.0 | 1.8732 | 0 |
| 8661 | Religious organizations | 456 |  | 228.0 | .4221 | 0 |
| 8711 | Engineering services | 172 | 2 | 140.7 | .4522 | 18 |
| 8731 | Commercial physical research | 18 | 5 | 223.6 | 2.1768 | 97 |
| **Wyoming** | **All mfg. & svcs.** | **385** | **8** | **568.8** | **.0099** | **59** |
| **Yates** | **All mfg. & svcs.** | **280** | **3** | **302.3** | **.0053** | **34** |
| **STATE TOTAL** | **All mfg. & svcs.** | **268,939** | **5,148** | **617,778.3** | **10.7933** | **72** |

## NORTH CAROLINA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Alamance** | **All mfg. & svcs.** | **1,629** | **61** | **2,457.6** | **.0429** | **60** |
| 2221 | Synthetics- & silk-weaving mills | 4 | 2 | 280.1 | 4.3807 | 99 |
| 2252 | Hosiery n.e.c. | 31 | 13 | 164.1 | 11.9146 | 85 |
| **Alexander** | **All mfg. & svcs.** | **267** | **12** | **329.4** | **.0058** | **53** |
| **Alleghany** | **All mfg. & svcs.** | **96** | **4** | **133.2** | **.0023** | **55** |
| **Anson** | **All mfg. & svcs.** | **298** | **12** | **637.8** | **.0111** | **67** |
| **Ashe** | **All mfg. & svcs.** | **161** | **6** | **220.6** | **.0039** | **55** |
| **Avery** | **All mfg. & svcs.** | **293** | **4** | **199.9** | **.0035** | **19** |
| **Beaufort** | **All mfg. & svcs.** | **572** | **12** | **753.6** | **.0132** | **53** |
| **Bertie** | **All mfg. & svcs.** | **158** | **6** | **328.8** | **.0057** | **72** |
| 2015 | Poultry slaughtering & processing | 1 | 1 | 175.5 | 1.5555 | 100 |
| **Bladen** | **All mfg. & svcs.** | **273** | **8** | **247.6** | **.0043** | **49** |
| **Brunswick** | **All mfg. & svcs.** | **502** | **3** | **319.2** | **.0056** | **27** |
| **Buncombe** | **All mfg. & svcs.** | **2,757** | **63** | **3,306.9** | **.0578** | **54** |
| 8062 | General medical & surgical hospitals | 5 | 5 | 225.5 | .1064 | 100 |
| **Burke** | **All mfg. & svcs.** | **750** | **40** | **1,668.6** | **.0292** | **81** |
| 2341 | Women's & children's underwear | 1 | 1 | 104.0 | 3.9189 | 100 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 135.0 | .0637 | 100 |
| **Cabarrus** | **All mfg. & svcs.** | **1,456** | **21** | **1,870.4** | **.0327** | **71** |
| 2211 | Cotton-weaving mills | 4 | 4 | 336.0 | 5.8422 | 100 |
| **Caldwell** | **All mfg. & svcs.** | **746** | **39** | **1,147.6** | **.0200** | **65** |
| 2511 | Unupholstered wood household furniture | 12 | 12 | 280.6 | 3.2285 | 100 |
| **Camden** | **All mfg. & svcs.** | **40** |  | **16.6** | **.0003** | **0** |
| **Carteret** | **All mfg. & svcs.** | **853** | **3** | **353.5** | **.0062** | **7** |
| **Caswell** | **All mfg. & svcs.** | **97** |  | **38.9** | **.0007** | **0** |
| **Catawba** | **All mfg. & svcs.** | **1,939** | **115** | **3,717.3** | **.0649** | **65** |
| 2252 | Hosiery n.e.c. | 51 | 9 | 127.0 | 9.2209 | 56 |
| 2511 | Unupholstered wood household furniture | 19 | 8 | 193.6 | 2.2275 | 91 |
| 2512 | Upholstered wood household furniture | 76 | 30 | 554.7 | 10.5192 | 87 |
| **Chatham** | **All mfg. & svcs.** | **418** | **13** | **792.4** | **.0138** | **69** |
| **Cherokee** | **All mfg. & svcs.** | **262** | **9** | **324.4** | **.0057** | **64** |
| **Chowan** | **All mfg. & svcs.** | **189** | **5** | **220.4** | **.0039** | **47** |
| **Clay** | **All mfg. & svcs.** | **89** | **2** | **64.4** | **.0011** | **38** |
| **Cleveland** | **All mfg. & svcs.** | **1,054** | **47** | **1,535.4** | **.0268** | **62** |
| 2221 | Synthetics- & silk-weaving mills | 8 | 6 | 182.9 | 2.8605 | 100 |
| 2281 | Yarn-spinning mills | 10 | 8 | 165.9 | 3.1178 | 98 |
| **Columbus** | **All mfg. & svcs.** | **608** | **14** | **1,084.7** | **.0190** | **75** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 2421 | General sawmills & planing mills | 3 | 1 | 251.7 | 2.4156 | 99 |
| **Craven** | **All mfg. & svcs.** | **948** | **13** | **772.4** | **.0135** | **40** |
| **Cumberland** | **All mfg. & svcs.** | **2,802** | **33** | **2,598.2** | **.0454** | **47** |
| 3011 | Tires & inner tubes | 1 | 1 | 338.6 | 4.2873 | 100 |
| 8062 | General medical & surgical hospitals | 4 | 2 | 161.2 | .0760 | 99 |
| 8661 | Religious organizations | 256 |  | 51.2 | .0948 | 0 |
| **Currituck** | **All mfg. & svcs.** | **103** |  | **58.6** | **.0010** | **0** |
| **Dare** | **All mfg. & svcs.** | **557** |  | **214.7** | **.0038** | **0** |
| **Davidson** | **All mfg. & svcs.** | **1,582** | **45** | **3,038.6** | **.0531** | **69** |
| 2511 | Unupholstered wood household furniture | 12 | 8 | 1,105.7 | 12.7219 | 100 |
| **Davie** | **All mfg. & svcs.** | **237** | **11** | **463.5** | **.0081** | **71** |
| **Duplin** | **All mfg. & svcs.** | **465** | **16** | **544.6** | **.0095** | **61** |
| **Durham** | **All mfg. & svcs.** | **2,536** | **43** | **7,172.5** | **.1253** | **79** |
| 2111 | Cigarettes | 2 | 2 | 868.9 | 4.2477 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 2 | 1 | 1,987.1 | 6.9781 | 100 |
| 3661 | Telephone & telegraph apparatus | 2 | 1 | 893.0 | 3.9683 | 99 |
| 8062 | General medical & surgical hospitals | 3 | 2 | 169.0 | .0797 | 97 |
| 8661 | Religious organizations | 201 |  | 60.3 | .1116 | 0 |
| 8731 | Commercial physical research | 12 | 4 | 130.9 | 1.2743 | 99 |
| **Edgecombe** | **All mfg. & svcs.** | **1,326** | **45** | **3,179.8** | **.0556** | **78** |
| 2834 | Pharmaceutical preparations | 1 | 1 | 424.2 | 1.5349 | 100 |
| 4813 | Nonradio telephone communications | 2 | 1 | 455.2 | .4592 | 99 |
| **Forsyth** | **All mfg. & svcs.** | **4,192** | **91** | **11,443.9** | **.1999** | **81** |
| 2111 | Cigarettes | 1 | 1 | 5,446.0 | 26.6231 | 100 |
| 2251 | Women's hosiery, except socks | 3 | 3 | 208.6 | 15.0202 | 100 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 1,318.3 | 5.8582 | 100 |
| 4213 | Nonlocal trucking | 42 | 5 | 187.6 | .3136 | 73 |
| 4512 | Scheduled air transportation | 2 | 2 | 120.0 | .3536 | 100 |
| 4731 | Arrangement of freight transportation | 10 | 1 | 16.1 | .1049 | 77 |
| 8062 | General medical & surgical hospitals | 4 | 2 | 141.1 | .0665 | 99 |
| 8661 | Religious organizations | 338 |  | 135.3 | .2505 | 0 |
| **Franklin** | **All mfg. & svcs.** | **333** | **12** | **331.9** | **.0058** | **39** |
| **Gaston** | **All mfg. & svcs.** | **2,377** | **110** | **4,364.1** | **.0762** | **73** |
| 2281 | Yarn-spinning mills | 41 | 34 | 503.4 | 9.4604 | 97 |
| 3552 | Textile machinery | 48 | 3 | 135.1 | 7.2099 | 45 |
| 4213 | Nonlocal trucking | 15 | 2 | 71.8 | .1200 | 77 |
| 8661 | Religious organizations | 276 |  | 82.8 | .1533 | 0 |
| **Gates** | **All mfg. & svcs.** | **76** |  | **41.7** | **.0007** | **0** |
| **Graham** | **All mfg. & svcs.** | **83** | **2** | **57.7** | **.0010** | **33** |
| **Granville** | **All mfg. & svcs.** | **380** | **22** | **791.4** | **.0138** | **75** |
| **Greene** | **All mfg. & svcs.** | **110** | **5** | **87.5** | **.0015** | **35** |
| **Guilford** | **All mfg. & svcs.** | **6,519** | **174** | **11,641.2** | **.2034** | **67** |
| 2111 | Cigarettes | 2 | 1 | 2,078.1 | 10.1589 | 100 |
| 2211 | Cotton-weaving mills | 6 | 5 | 150.6 | 2.6185 | 99 |
| 2221 | Synthetics & silk-weaving mills | 3 | 2 | 41.2 | .6444 | 98 |
| 2512 | Upholstered wood household furniture | 27 | 10 | 334.9 | 6.3510 | 91 |
| 3586 | Measuring & dispensing pumps | 2 | 1 | 326.0 | 34.6477 | 98 |
| 4213 | Nonlocal trucking | 77 | 6 | 176.6 | .2952 | 38 |
| 4813 | Nonradio telephone communications | 10 | 2 | 188.8 | .1905 | 75 |
| 6311 | Life insurance | 6 | 5 | 849.6 | .7139 | 100 |
| 8011 | Offices & clinics of medical doctors | 286 |  | 114.1 | .1694 | 0 |
| 8062 | General medical & surgical hospitals | 6 | 4 | 267.0 | .1259 | 98 |
| 8351 | Child day-care services | 140 |  | 28.0 | .3759 | 0 |
| 8661 | Religious organizations | 495 |  | 148.9 | .2757 | 0 |
| **Halifax** | **All mfg. & svcs.** | **689** | **21** | **870.3** | **.0152** | **59** |
| **Harnett** | **All mfg. & svcs.** | **642** | **13** | **507.8** | **.0089** | **37** |
| **Haywood** | **All mfg. & svcs.** | **689** | **8** | **686.4** | **.0120** | **64** |
| 2611 | Pulp mills | 1 | 1 | 301.5 | 5.8023 | 100 |
| **Henderson** | **All mfg. & svcs.** | **918** | **21** | **1,091.3** | **.0191** | **61** |
| **Hertford** | **All mfg. & svcs.** | **304** | **8** | **384.7** | **.0067** | **46** |
| **Hoke** | **All mfg. & svcs.** | **174** | **4** | **240.1** | **.0042** | **76** |
| 2261 | Cotton-finishing plants | 1 | 1 | 87.4 | 4.7526 | 100 |
| **Hyde** | **All mfg. & svcs.** | **69** |  | **39.9** | **.0007** | **0** |
| **Iredell** | **All mfg. & svcs.** | **1,213** | **44** | **1,573.7** | **.0275** | **55** |
| **Jackson** | **All mfg. & svcs.** | **305** | **4** | **177.7** | **.0031** | **28** |
| **Johnston** | **All mfg. & svcs.** | **795** | **26** | **1,855.9** | **.0324** | **79** |
| **Jones** | **All mfg. & svcs.** | **57** |  | **32.5** | **.0006** | **0** |
| **Lee** | **All mfg. & svcs.** | **831** | **25** | **1,357.6** | **.0237** | **63** |
| **Lenoir** | **All mfg. & svcs.** | **885** | **20** | **1,517.9** | **.0265** | **74** |
| 2824 | Noncellulosic manmade organic fibers | 1 | 1 | 400.0 | 5.6375 | 100 |
| **Lincoln** | **All mfg. & svcs.** | **466** | **23** | **553.9** | **.0097** | **64** |
| **McDowell** | **All mfg. & svcs.** | **370** | **18** | **835.7** | **.0146** | **81** |
| **Macon** | **All mfg. & svcs.** | **476** | **7** | **286.1** | **.0050** | **32** |
| **Madison** | **All mfg. & svcs.** | **113** | **3** | **101.9** | **.0018** | **38** |
| **Martin** | **All mfg. & svcs.** | **250** | **7** | **230.2** | **.0040** | **39** |
| **Mecklenburg** | **All mfg. & svcs.** | **8,881** | **240** | **17,158.5** | **.2998** | **64** |
| 2052 | Cookies & crackers | 2 | 2 | 174.2 | 2.6016 | 100 |
| 4212 | Local trucking without storage | 28 | 4 | 297.2 | .6132 | 79 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 4213 | Nonlocal trucking | 121 | 7 | 365.7 | .6112 | 60 |
| 4911 | Electric services | 5 | 3 | 1,189.9 | .8172 | 96 |
| 6021 | National commercial banks | 7 | 4 | 1,676.6 | 1.4112 | 99 |
| 6141 | Personal credit institutions | 72 | 1 | 498.6 | 1.1978 | 78 |
| 6311 | Life insurance | 8 | 4 | 960.5 | .8071 | 97 |
| 6411 | Insurance agents, brokers, & service | 439 |  | 220.4 | .2524 | 0 |
| 6531 | Real-estate agents & managers | 470 |  | 255.4 | .2885 | 0 |
| 7011 | Hotels & motels | 103 | 11 | 166.8 | .3608 | 81 |
| 7349 | Building maintenance services n.e.c. | 84 | 4 | 28.9 | .4355 | 48 |
| 7363 | Help supply services | 27 | 1 | 2.7 | .2858 | 4 |
| 8011 | Offices & clinics of medical doctors | 283 | 1 | 119.0 | .1767 | 6 |
| 8062 | General medical & surgical hospitals | 9 | 7 | 375.1 | .1769 | 97 |
| 8211 | Elementary & secondary schools | 132 |  | 81.6 | .1309 | 0 |
| 8351 | Child day-care services | 204 |  | 40.8 | .5478 | 0 |
| 8661 | Religious organizations | 456 |  | 182.4 | .3377 | 0 |
| 8711 | Engineering services | 120 | 3 | 161.4 | .5188 | 26 |
| **Mitchell** | **All mfg. & svcs.** | **154** | **10** | **206.8** | **.0036** | **64** |
| **Montgomery** | **All mfg. & svcs.** | **228** | **19** | **441.8** | **.0077** | **62** |
| 2252 | Hosiery n.e.c. | 9 | 5 | 102.0 | 7.4058 | 93 |
| **Moore** | **All mfg. & svcs.** | **822** | **20** | **957.9** | **.0167** | **48** |
| **Nash** | **All mfg. & svcs.** | **336** | **20** | **575.0** | **.0100** | **67** |
| **New Hanover** | **All mfg. & svcs.** | **2,265** | **36** | **2,770.5** | **.0484** | **51** |
| 2824 | Noncellulosic manmade organic fibers | 2 | 1 | 321.0 | 4.5241 | 100 |
| 8062 | General medical & surgical hospitals | 2 | 2 | 184.0 | .0868 | 100 |
| **Northampton** | **All mfg. & svcs.** | **172** | **3** | **169.2** | **.0030** | **27** |
| **Onslow** | **All mfg. & svcs.** | **1,230** | **19** | **992.6** | **.0173** | **50** |
| **Orange** | **All mfg. & svcs.** | **1,202** | **11** | **1,161.2** | **.0203** | **57** |
| 8062 | General medical & surgical hospitals | 2 | 2 | 344.0 | .1622 | 100 |
| 8221 | Colleges & universities | 2 | 1 | 254.9 | .5447 | 100 |
| **Pamlico** | **All mfg. & svcs.** | **56** | **2** | **66.8** | **.0012** | **22** |
| **Pasquotank** | **All mfg. & svcs.** | **486** | **5** | **294.3** | **.0051** | **18** |
| **Pender** | **All mfg. & svcs.** | **199** | **3** | **109.2** | **.0019** | **22** |
| **Perquimans** | **All mfg. & svcs.** | **91** | **1** | **51.5** | **.0009** | **25** |
| **Person** | **All mfg. & svcs.** | **333** | **13** | **723.8** | **.0126** | **79** |
| **Pitt** | **All mfg. & svcs.** | **1,518** | **25** | **2,197.5** | **.0384** | **67** |
| 8062 | General medical & surgical hospitals | 2 | 1 | 151.0 | .0712 | 99 |
| 8221 | Colleges & universities | 1 | 1 | 154.0 | .3291 | 100 |
| **Polk** | **All mfg. & svcs.** | **262** | **6** | **165.2** | **.0029** | **37** |
| **Randolph** | **All mfg. & svcs.** | **1,186** | **55** | **2,066.9** | **.0361** | **66** |
| 2251 | Women's hosiery, except socks | 16 | 6 | 109.3 | 7.8701 | 82 |
| 2512 | Upholstered wood household furniture | 8 | 2 | 161.7 | 3.0664 | 95 |
| **Richmond** | **All mfg. & svcs.** | **611** | **22** | **885.1** | **.0155** | **56** |
| **Robeson** | **All mfg. & svcs.** | **1,145** | **48** | **1,863.1** | **.0326** | **70** |
| **Rockingham** | **All mfg. & svcs.** | **1,020** | **36** | **2,320.1** | **.0405** | **81** |
| 2282 | Yarn-throwing & -winding mills | 5 | 5 | 252.5 | 11.1582 | 100 |
| **Rowan** | **All mfg. & svcs.** | **1,105** | **48** | **1,789.3** | **.0313** | **69** |
| 2281 | Yarn-spinning mills | 7 | 5 | 134.0 | 2.5183 | 98 |
| **Rutherford** | **All mfg. & svcs.** | **752** | **26** | **1,020.4** | **.0178** | **66** |
| 2211 | Cotton-weaving mills | 5 | 5 | 185.3 | 3.2219 | 100 |
| 2221 | Synthetics & silk-weaving mills | 2 | 2 | 127.9 | 2.0003 | 100 |
| **Sampson** | **All mfg. & svcs.** | **523** | **14** | **678.0** | **.0118** | **61** |
| **Scotland** | **All mfg. & svcs.** | **375** | **16** | **674.8** | **.0118** | **67** |
| **Stanly** | **All mfg. & svcs.** | **661** | **27** | **922.3** | **.0161** | **64** |
| **Stokes** | **All mfg. & svcs.** | **254** | **5** | **342.8** | **.0060** | **65** |
| **Surry** | **All mfg. & svcs.** | **831** | **32** | **1,171.2** | **.0205** | **65** |
| 2231 | Wool fabric weaving & finishing mills | 1 | 1 | 112.9 | 6.8825 | 100 |
| 2252 | Hosiery n.e.c. | 9 | 7 | 148.5 | 10.7820 | 98 |
| **Swain** | **All mfg. & svcs.** | **272** | **6** | **148.4** | **.0026** | **35** |
| **Transylvania** | **All mfg. & svcs.** | **383** | **7** | **578.6** | **.0101** | **74** |
| 2621 | Paper mills | 2 | 2 | 203.6 | .8862 | 100 |
| **Tyrrell** | **All mfg. & svcs.** | **22** |  | **16.9** | **.0003** | **0** |
| **Union** | **All mfg. & svcs.** | **827** | **35** | **1,056.8** | **.0185** | **57** |
| **Vance** | **All mfg. & svcs.** | **580** | **14** | **701.0** | **.0122** | **56** |
| 2281 | Yarn-spinning mills | 3 | 3 | 127.9 | 2.4036 | 100 |
| **Wake** | **All mfg. & svcs.** | **6,384** | **107** | **8,924.3** | **.1559** | **62** |
| 4911 | Electric services | 2 | 1 | 911.8 | .6262 | 99 |
| 8062 | General medical & surgical hospitals | 11 | 5 | 378.6 | .1786 | 99 |
| 8221 | Colleges & universities | 6 | 4 | 341.0 | .7287 | 99 |
| 8351 | Child day-care services | 138 |  | 27.6 | .3706 | 0 |
| 8661 | Religious organizations | 360 |  | 144.0 | .2666 | 0 |
| **Warren** | **All mfg. & svcs.** | **169** | **5** | **119.2** | **.0021** | **38** |
| **Washington** | **All mfg. & svcs.** | **111** | **6** | **630.5** | **.0110** | **89** |
| 2621 | Paper mills | 1 | 1 | 85.0 | .3700 | 100 |
| **Watauga** | **All mfg. & svcs.** | **542** | **8** | **625.8** | **.0109** | **68** |
| **Wayne** | **All mfg. & svcs.** | **1,212** | **30** | **1,165.0** | **.0204** | **51** |
| **Wilkes** | **All mfg. & svcs.** | **577** | **21** | **1,133.6** | **.0198** | **76** |
| 2015 | Poultry slaughtering & processing | 3 | 3 | 262.3 | 2.3248 | 100 |
| **Wilson** | **All mfg. & svcs.** | **900** | **27** | **1,657.3** | **.0290** | **66** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **NORTH CAROLINA** (cont.) | | | | | | |
| **Yadkin** | **All mfg. & svcs.** | **289** | **6** | **339.5** | **.0059** | **66** |
| **Yancey** | **All mfg. & svcs.** | **148** | **3** | **103.8** | **.0018** | **33** |
| **STATE TOTAL** | **All mfg. & svcs.** | **88,494** | **2,410** | **139,891.8** | **2.4441** | **66** |
| **NORTH DAKOTA** | | | | | | |
| **Adams** | **All mfg. & svcs.** | **75** | **1** | **47.6** | **.0008** | **13** |
| **Barnes** | **All mfg. & svcs.** | **211** | **4** | **190.4** | **.0033** | **22** |
| **Benson** | **All mfg. & svcs.** | **95** | **1** | **60.1** | **.0011** | **50** |
| **Billings** | **All mfg. & svcs.** | **16** | | **5.1** | **.0001** | **0** |
| **Bottineau** | **All mfg. & svcs.** | **151** | | **128.4** | **.0022** | **0** |
| **Bowman** | **All mfg. & svcs.** | **90** | | **48.5** | **.0008** | **0** |
| **Burke** | **All mfg. & svcs.** | **71** | | **57.4** | **.0010** | **0** |
| **Burleigh** | **All mfg. & svcs.** | **1,083** | **12** | **1,334.3** | **.0233** | **31** |
| *8062* | *General medical & surgical hospitals* | *3* | *2* | *118.1* | *.0557* | *100* |
| **Cass** | **All mfg. & svcs.** | **1,720** | **29** | **2,690.1** | **.0470** | **48** |
| *8062* | *General medical & surgical hospitals* | *5* | *3* | *195.2* | *.0921* | *100* |
| **Cavalier** | **All mfg. & svcs.** | **124** | | **80.9** | **.0014** | **0** |
| **Dickey** | **All mfg. & svcs.** | **116** | | **86.2** | **.0015** | **0** |
| **Divide** | **All mfg. & svcs.** | **67** | | **32.8** | **.0006** | **0** |
| **Dunn** | **All mfg. & svcs.** | **51** | | **23.6** | **.0004** | **0** |
| **Eddy** | **All mfg. & svcs.** | **57** | | **38.6** | **.0007** | **0** |
| **Emmons** | **All mfg. & svcs.** | **82** | | **48.1** | **.0008** | **0** |
| **Foster** | **All mfg. & svcs.** | **73** | **1** | **61.9** | **.0011** | **11** |
| **Golden Valley** | **All mfg. & svcs.** | **52** | | **39.4** | **.0007** | **0** |
| **Grand Forks** | **All mfg. & svcs.** | **983** | **16** | **1,045.2** | **.0183** | **37** |
| **Grant** | **All mfg. & svcs.** | **36** | | **12.5** | **.0002** | **0** |
| **Griggs** | **All mfg. & svcs.** | **49** | **2** | **28.0** | **.0005** | **21** |
| **Hettinger** | **All mfg. & svcs.** | **84** | | **38.5** | **.0007** | **0** |
| **Kidder** | **All mfg. & svcs.** | **52** | | **28.8** | **.0005** | **0** |
| **La Moure** | **All mfg. & svcs.** | **90** | | **50.3** | **.0009** | **0** |
| **Logan** | **All mfg. & svcs.** | **49** | | **13.1** | **.0002** | **0** |
| **McHenry** | **All mfg. & svcs.** | **116** | | **98.8** | **.0017** | **0** |
| **McIntosh** | **All mfg. & svcs.** | **83** | | **33.3** | **.0006** | **0** |
| **McKenzie** | **All mfg. & svcs.** | **122** | | **100.7** | **.0018** | **0** |
| **McLean** | **All mfg. & svcs.** | **198** | **1** | **230.7** | **.0040** | **54** |
| **Mercer** | **All mfg. & svcs.** | **147** | | **108.0** | **.0019** | **0** |
| **Morton** | **All mfg. & svcs.** | **298** | **2** | **333.5** | **.0058** | **30** |
| **Mountrail** | **All mfg. & svcs.** | **141** | **1** | **107.0** | **.0019** | **8** |
| **Nelson** | **All mfg. & svcs.** | **87** | | **51.6** | **.0009** | **0** |
| **Oliver** | **All mfg. & svcs.** | **22** | **1** | **80.0** | **.0014** | **89** |
| **Pembina** | **All mfg. & svcs.** | **153** | **2** | **120.9** | **.0021** | **21** |
| **Pierce** | **All mfg. & svcs.** | **76** | **1** | **53.7** | **.0009** | **22** |
| **Ramsey** | **All mfg. & svcs.** | **283** | **3** | **207.4** | **.0036** | **14** |
| **Ransom** | **All mfg. & svcs.** | **101** | **1** | **112.5** | **.0020** | **8** |
| **Renville** | **All mfg. & svcs.** | **68** | | **60.7** | **.0011** | **0** |
| **Richland** | **All mfg. & svcs.** | **336** | **5** | **331.7** | **.0058** | **30** |
| **Rolette** | **All mfg. & svcs.** | **108** | **5** | **95.9** | **.0017** | **54** |
| **Sargent** | **All mfg. & svcs.** | **68** | **1** | **54.0** | **.0009** | **16** |
| **Sheridan** | **All mfg. & svcs.** | **45** | | **15.0** | **.0003** | **0** |
| **Sioux** | **All mfg. & svcs.** | **19** | | **12.7** | **.0002** | **0** |
| **Slope** | **All mfg. & svcs.** | **4** | | **3.2** | **.0001** | **0** |
| **Stark** | **All mfg. & svcs.** | **470** | **3** | **453.5** | **.0079** | **3** |
| **Steele** | **All mfg. & svcs.** | **50** | | **35.6** | **.0006** | |
| **Stutsman** | **All mfg. & svcs.** | **319** | **6** | **340.4** | **.0059** | **28** |
| **Towner** | **All mfg. & svcs.** | **72** | | **40.7** | **.0007** | **0** |
| **Traill** | **All mfg. & svcs.** | **146** | **4** | **113.6** | **.0020** | **40** |
| **Walsh** | **All mfg. & svcs.** | **245** | **2** | **247.9** | **.0043** | **28** |
| **Ward** | **All mfg. & svcs.** | **964** | **11** | **900.1** | **.0157** | **21** |
| **Wells** | **All mfg. & svcs.** | **107** | **1** | **58.7** | **.0010** | **20** |
| **Williams** | **All mfg. & svcs.** | **534** | **3** | **429.2** | **.0075** | **7** |
| **STATE TOTAL** | **All mfg. & svcs.** | **10,861** | **119** | **11,020.8** | **.1925** | **29** |
| **OHIO** | | | | | | |
| **Adams** | **All mfg. & svcs.** | **220** | **1** | **161.1** | **.0028** | **6** |
| **Allen** | **All mfg. & svcs.** | **1,551** | **53** | **6,464.6** | **.1130** | **84** |
| 3714 | Motor-vehicle parts & accessories | 7 | 6 | 595.0 | .9957 | 100 |
| 3795 | Tanks & tank components | 1 | 1 | [illegible] | 20.5089 | 100 |
| *8062* | *General medical & surgical hospitals* | *4* | [illegible] | [illegible] | *.0798* | *100* |
| **Ashland** | **All mfg. & svcs.** | **616** | **20** | **876.8** | **.0153** | **59** |
| **Ashtabula** | **All mfg. & svcs.** | **1,458** | **37** | **2,503.9** | **.0438** | **65** |
| **Athens** | **All mfg. & svcs.** | **680** | **9** | **572.7** | **.0100** | **25** |
| **Auglaize** | **All mfg. & svcs.** | **557** | **15** | **880.7** | **.0154** | **57** |
| 3537 | Industrial trucks & tractors | 2 | 2 | 218.0 | 5.7631 | 100 |
| **Belmont** | **All mfg. & svcs.** | **919** | **10** | **757.8** | **.0132** | **34** |
| **Brown** | **All mfg. & svcs.** | **319** | **7** | **519.4** | **.0091** | **64** |
| **Butler** | **All mfg. & svcs.** | **2,912** | **50** | **5,499.0** | **.0961** | **71** |
| 3312 | Blast furnaces & steel mills | 3 | 3 | 516.2 | 1.8827 | 100 |
| 3465 | Automotive stampings | 1 | 1 | 518.9 | 3.2317 | 100 |
| *6311* | *Life insurance* | *1* | *1* | *83.3* | *.0700* | *100* |
| *6719* | *Holding companies n.e.c.* | *1* | *1* | *1,087.4* | *7.1488* | *100* |
| *8062* | *General medical & surgical hospitals* | *4* | *4* | *186.0* | *.0877* | *100* |
| *8661* | *Religious organizations* | *274* | | *55.4* | *.1026* | *0* |
| **Carroll** | **All mfg. & svcs.** | **243** | **4** | **223.3** | **.0039** | **48** |
| **Champaign** | **All mfg. & svcs.** | **410** | **12** | **537.7** | **.0094** | **62** |
| **Clark** | **All mfg. & svcs.** | **1,853** | **40** | **2,550.2** | **.0446** | **59** |
| 3713 | Truck & bus bodies | 2 | 1 | 391.5 | 3.9186 | 100 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *115.0* | *.0542* | *100* |
| **Clermont** | **All mfg. & svcs.** | **987** | **20** | **1,149.6** | **.0201** | **56** |
| **Clinton** | **All mfg. & svcs.** | **469** | **14** | **698.3** | **.0122** | **60** |
| **Columbiana** | **All mfg. & svcs.** | **1,523** | **24** | **1,376.7** | **.0241** | **34** |
| **Coshocton** | **All mfg. & svcs.** | **432** | **12** | **626.9** | **.0110** | **64** |
| **Crawford** | **All mfg. & svcs.** | **769** | **21** | **934.6** | **.0163** | **46** |
| **Cuyahoga** | **All mfg. & svcs.** | **26,695** | **633** | **45,866.1** | **.8013** | **63** |
| 2311 | Men's & boys' suits & coats | 2 | 2 | 437.5 | 11.0160 | 100 |
| 2711 | Newspapers | 45 | 3 | 174.9 | .6269 | 75 |
| 2752 | Commercial lithographic printing | 243 | 7 | 266.6 | 1.2065 | 18 |
| 2771 | Greeting cards | 1 | 1 | 227.4 | 13.1719 | 100 |
| 2851 | Paints & allied products | 29 | 6 | 561.5 | 4.3692 | 80 |
| 2911 | Petroleum refining | 4 | 2 | 299.3 | .3182 | 95 |
| 3089 | Plastics products n.e.c. | 106 | 14 | 420.5 | 1.2908 | 76 |
| 3312 | Blast furnaces & steel mills | 7 | 3 | 399.1 | 1.4556 | 97 |
| 3321 | Gray- & ductile-iron foundries | 8 | 1 | 441.8 | 4.2827 | 97 |
| 3451 | Screw-machine products | 55 | 4 | 114.9 | 3.0563 | 43 |
| 3452 | Bolts, nuts, rivets, & washers | 34 | 10 | 291.3 | 5.4953 | 68 |
| 3465 | Automotive stampings | 11 | 3 | 485.9 | 3.0262 | 94 |
| 3531 | Construction machinery | 12 | 8 | 259.4 | 1.7429 | 96 |
| 3541 | Metal-cutting machine tools | 46 | 7 | 122.5 | 4.4209 | 81 |
| 3544 | Special dies, tools, jigs, & fixtures | 179 | 7 | 80.2 | 2.0655 | 41 |
| 3545 | Machine-tool accessories | 31 | 7 | 101.8 | 4.7243 | 82 |
| 3548 | Welding apparatus | 7 | 2 | 359.1 | 12.1560 | 96 |
| 3559 | Special-industry machinery n.e.c. | 39 | 9 | 239.6 | 3.2232 | 85 |
| 3568 | Power-transmission equipment n.e.c. | 9 | 4 | 103.3 | 3.3160 | 79 |
| 3599 | Industrial machinery n.e.c. | 290 | 2 | 241.7 | 1.2664 | 9 |
| 3621 | Motors & generators | 10 | 5 | 223.7 | 3.0431 | 96 |
| 3625 | Relays & industrial controls | 17 | 4 | 269.2 | 3.7477 | 89 |
| 3641 | Electric lamp bulbs & tubes | 5 | 3 | 319.1 | 10.3826 | 99 |
| 3714 | Motor-vehicle parts & accessories | 49 | 17 | 1,250.7 | 2.0930 | 91 |
| *4011* | *Line-haul-operating railroads* | *8* | *1* | *1,911.5* | *7.8348* | *99* |
| *4111* | *Local & suburban transit* | *8* | *1* | *106.1* | *1.8857* | *97* |
| *4213* | *Nonlocal trucking* | *179* | *5* | *360.2* | *.6021* | *21* |
| *4813* | *Nonradio telephone communications* | *20* | *1* | *1,215.5* | *1.2262* | *92* |
| *6021* | *National commercial banks* | *10* | *6* | *1,433.9* | *1.2069* | *98* |
| *6036* | *Nonfederal savings institutions* | *193* | *3* | *1,312.8* | *1.2423* | *39* |
| *6411* | *Insurance agents, brokers, & service* | *1,201* | *1* | *680.8* | *.7796* | *1* |
| *6531* | *Real-estate agents & managers* | *858* | | *1,121.5* | *1.2670* | *0* |
| *7011* | *Hotels & motels* | *143* | *15* | *170.7* | *.3692* | *58* |
| *7231* | *Beauty shops* | *898* | | *92.9* | *.5939* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *200* | | *37.1* | *.5591* | *0* |
| *7374* | *Computer processing & data preparation* | *135* | *3* | *165.8* | *.8653* | *38* |
| *7389* | *Business services n.e.c.* | *375* | *4* | *196.0* | *.8654* | *22* |
| *7538* | *General automotive repair shops* | *529* | | *112.8* | *.4836* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *1,996* | *1* | *592.8* | *.8800* | *1* |
| *8021* | *Offices & clinics of dentists* | *912* | | *184.3* | *.7076* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *99* | *9* | *39.1* | *.5949* | *61* |
| *8062* | *General medical & surgical hospitals* | *33* | *28* | *2,412.3* | *1.1378* | *99* |
| *8111* | *Legal services* | *1,773* | *8* | *660.7* | *1.0836* | *37* |
| *8211* | *Elementary & secondary schools* | *421* | *3* | *874.1* | *1.4017* | *70* |
| *8221* | *Colleges & universities* | *15* | *6* | *325.9* | *.6965* | *97* |
| *8631* | *Labor organizations* | *181* | *1* | *59.6* | *1.4401* | *8* |
| *8641* | *Civic & social associations* | *240* | | *73.3* | *.5779* | *0* |
| *8661* | *Religious organizations* | *1,222* | | *368.0* | *.6813* | *0* |
| *8711* | *Engineering services* | *267* | *5* | *371.1* | *1.1928* | *75* |
| *8721* | *Accounting, auditing, & bookkeeping* | *532* | *10* | *348.1* | *1.2365* | *39* |
| *8741* | *Management services* | *208* | | *162.7* | *1.6913* | *0* |
| *8742* | *Management consulting services* | *176* | | *140.7* | *1.5661* | *0* |
| **Darke** | **All mfg. & svcs.** | **640** | **15** | **958.5** | **.0167** | **57** |
| **Defiance** | **All mfg. & svcs.** | **507** | **16** | **1,156.8** | **.0202** | **71** |
| 3321 | Gray- & ductile-iron foundries | 1 | 1 | 352.7 | 3.4190 | 100 |
| **Delaware** | **All mfg. & svcs.** | **699** | **14** | **940.2** | **.0164** | **61** |
| **Erie** | **All mfg. & svcs.** | **1,314** | **31** | **1,894.3** | **.0331** | **59** |
| 3562 | Ball & roller bearings | 1 | 1 | 127.4 | 4.6720 | 100 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Fairfield** | **All mfg. & svcs.** | **1,028** | **26** | **1,111.2** | **.0194** | **57** |
| **Fayette** | **All mfg. & svcs.** | **364** | **10** | **550.0** | **.0096** | **62** |
| **Franklin** | **All mfg. & svcs.** | **14,670** | **258** | **24,251.1** | **.4237** | **61** |
| 3429 | Hardware n.e.c. | 1 | 1 | 412.9 | 4.0765 | 100 |
| 3632 | Household refrigerators & freezers | 2 | 1 | 28.1 | .9971 | 99 |
| 3661 | Telephone & telegraph apparatus | 1 | 1 | 1,198.5 | 5.3258 | 100 |
| 3721 | Aircraft | 1 | 1 | 768.1 | 1.9416 | 100 |
| 3829 | Measuring & controlling devices n.e.c. | 10 | 4 | 71.2 | 1.7872 | 95 |
| 4213 | Nonlocal trucking | 110 | 2 | 194.5 | .3251 | 2 |
| 4911 | Electric services | 10 | 3 | 904.0 | .6208 | 83 |
| 6021 | National commercial banks | 5 | 4 | 777.5 | .6544 | 100 |
| 6162 | Mortgage bankers & loan correspondents | 38 | 2 | 245.6 | 2.0733 | 97 |
| 6311 | Life insurance | 17 | 6 | 969.8 | .8149 | 87 |
| 6324 | Hospital & medical service plans | 2 | 2 | 406.1 | 2.7719 | 100 |
| 6411 | Insurance agents, brokers, & service | 953 |  | 614.0 | .7031 | 0 |
| 6531 | Real-estate agents & managers | 617 | 1 | 196.1 | .2238 | 3 |
| 6719 | Holding companies n.e.c. | 9 | 4 | 296.4 | 1.9486 | 78 |
| 7011 | Hotels & motels | 116 | 13 | 149.5 | .3234 | 53 |
| 7231 | Beauty shops | 506 |  | 52.3 | .3343 | 0 |
| 7389 | Business services n.e.c. | 249 | 1 | 135.0 | .5960 | 3 |
| 8011 | Offices & clinics of medical doctors | 777 |  | 228.0 | .3385 | 0 |
| 8059 | Nursing & personal care n.e.c. | 74 | 6 | 15.9 | .2419 | 82 |
| 8062 | General medical & surgical hospitals | 15 | 10 | 734.2 | .3463 | 100 |
| 8069 | Nonpsychiatric specialty hospitals | 1 | 1 | 110.0 | 3.3807 | 100 |
| 8111 | Legal services | 778 | 5 | 291.1 | .4774 | 26 |
| 8211 | Elementary & secondary schools | 308 | 2 | 339.6 | .5446 | 46 |
| 8221 | Colleges & universities | 12 | 9 | 414.1 | .8849 | 98 |
| 8322 | Individual & family social services | 314 |  | 128.0 | .9627 | 0 |
| 8351 | Child day-care services | 134 |  | 26.8 | .3598 | 0 |
| 8661 | Religious organizations | 888 |  | 355.2 | .6576 | 0 |
| 8711 | Engineering services | 176 | 1 | 135.9 | .4368 | 8 |
| 8721 | Accounting, auditing, & bookkeeping | 269 | 4 | 157.0 | .5577 | 22 |
| 8733 | Noncommercial research organizations | 8 | 1 | 337.8 | 8.0970 | 100 |
| 8741 | Management services | 111 | 1 | 82.0 | .8524 | 1 |
| **Fulton** | **All mfg. & svcs.** | **596** | **22** | **1,328.4** | **.0232** | **68** |
| **Gallia** | **All mfg. & svcs.** | **344** | **8** | **506.8** | **.0089** | **61** |
| **Geauga** | **All mfg. & svcs.** | **854** | **21** | **768.3** | **.0134** | **47** |
| **Greene** | **All mfg. & svcs.** | **1,154** | **17** | **1,195.6** | **.0209** | **45** |
| 8221 | Colleges & universities | 6 | 4 | 201.1 | .4298 | 98 |
| **Guernsey** | **All mfg. & svcs.** | **557** | **12** | **727.6** | **.0127** | **54** |
| **Hamilton** | **All mfg. & svcs.** | **14,733** | **388** | **36,955.1** | **.6457** | **72** |
| 2011 | Meat-packing plants | 10 | 2 | 1,183.1 | 2.4198 | 94 |
| 2051 | Bread, cake, & related products | 22 | 7 | 178.6 | .9281 | 89 |
| 2086 | Bottled & canned soft drinks | 7 | 5 | 296.8 | 1.3658 | 99 |
| 2711 | Newspapers | 37 | 5 | 116.9 | .4190 | 90 |
| 2752 | Commercial lithographic printing | 111 | 5 | 258.1 | 1.1681 | 38 |
| 2841 | Soap & other detergents | 9 | 4 | 1,084.7 | 12.4491 | 98 |
| 2844 | Toilet preparations | 7 | 3 | 521.8 | 3.7906 | 98 |
| 3541 | Metal-cutting machine tools | 29 | 8 | 310.3 | 11.1985 | 97 |
| 3711 | Motor vehicles & passenger-car bodies | 5 | 2 | 1,331.1 | 1.4362 | 98 |
| 3714 | Motor-vehicle parts & accessories | 10 | 2 | 416.2 | .6965 | 85 |
| 3724 | Aircraft engines & engine parts | 3 | 3 | 2,219.9 | 20.3730 | 100 |
| 4011 | Line-haul-operating railroads | 4 | 3 | 464.6 | 1.9043 | 100 |
| 4213 | Nonlocal trucking | 128 | 9 | 387.5 | .6477 | 49 |
| 4449 | Water transportation of freight n.e.c. | 3 | 2 | 632.4 | 45.4539 | 99 |
| 4911 | Electric services | 3 | 2 | 676.6 | .4647 | 93 |
| 6021 | National commercial banks | 4 | 3 | 125.2 | .1054 | 69 |
| 6036 | Nonfederal savings institutions | 236 |  | 864.5 | .8181 | 0 |
| 6311 | Life insurance | 9 | 4 | 4,813.1 | 4.0442 | 100 |
| 6331 | Fire, marine, & casualty insurance | 10 | 4 | 1,411.9 | 1.6803 | 98 |
| 6411 | Insurance agents, brokers, & service | 735 |  | 324.9 | .3721 | 0 |
| 6531 | Real-estate agents & managers | 434 |  | 344.7 | .3894 | 0 |
| 6732 | Educational, religious, etc. trusts | 2 | 1 | 19.1 | 2.3525 | 90 |
| 7011 | Hotels & motels | 85 | 14 | 187.8 | .4062 | 77 |
| 7231 | Beauty shops | 580 |  | 59.2 | .3784 | 0 |
| 7389 | Business services n.e.c. | 242 |  | 102.7 | .4534 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,135 |  | 449.6 | .6674 | 0 |
| 8021 | Offices & clinics of dentists | 442 |  | 132.3 | .5080 | 0 |
| 8059 | Nursing & personal care n.e.c. | 135 | 15 | 34.4 | .5234 | 73 |
| 8062 | General medical & surgical hospitals | 25 | 17 | 1,187.9 | .5603 | 100 |
| 8111 | Legal services | 766 | 4 | 231.8 | .3802 | 19 |
| 8211 | Elementary & secondary schools | 240 |  | 144.6 | .2319 | 0 |
| 8221 | Colleges & universities | 14 | 5 | 159.7 | .3413 | 90 |
| 8299 | Schools & educational services n.e.c. | 263 |  | 105.2 | 1.6021 | 0 |
| 8641 | Civic & social associations | 218 |  | 65.2 | .5140 | 0 |
| 8661 | Religious organizations | 816 |  | 326.1 | .6038 | 0 |
| 8711 | Engineering services | 167 | 2 | 212.9 | .6843 | 38 |
| 8721 | Accounting, auditing, & bookkeeping | 259 | 3 | 144.7 | .5140 | 17 |
| **Hancock** | **All mfg. & svcs.** | **858** | **17** | **1,652.4** | **.0289** | **66** |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 41.1 | .1499 | 99 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 3633 | Household laundry equipment | 1 | 1 | 396.2 | 15.0286 | 100 |
| **Hardin** | **All mfg. & svcs.** | **410** | **11** | **733.7** | **.0128** | **67** |
| **Harrison** | **All mfg. & svcs.** | **191** | **2** | **101.5** | **.0018** | **15** |
| **Henry** | **All mfg. & svcs.** | **358** | **7** | **724.8** | **.0127** | **59** |
| 2032 | Canned food specialties | 1 | 1 | 337.9 | 6.5529 | 100 |
| **Highland** | **All mfg. & svcs.** | **440** | **11** | **544.4** | **.0095** | **54** |
| **Hocking** | **All mfg. & svcs.** | **265** | **5** | **269.4** | **.0047** | **51** |
| **Holmes** | **All mfg. & svcs.** | **276** | **11** | **318.9** | **.0056** | **42** |
| **Huron** | **All mfg. & svcs.** | **907** | **27** | **1,467.8** | **.0256** | **63** |
| **Jackson** | **All mfg. & svcs.** | **377** | **9** | **499.4** | **.0087** | **54** |
| **Jefferson** | **All mfg. & svcs.** | **1,061** | **18** | **1,605.4** | **.0280** | **66** |
| 3312 | Blast furnaces & steel mills | 2 | 2 | 546.1 | 1.9917 | 100 |
| **Knox** | **All mfg. & svcs.** | **625** | **10** | **624.4** | **.0109** | **42** |
| **Lake** | **All mfg. & svcs.** | **3,215** | **65** | **4,604.1** | **.0804** | **63** |
| 2869 | Industrial organic chemicals n.e.c. | 4 | 2 | 608.4 | 2.4151 | 99 |
| 3537 | Industrial trucks & tractors | 3 | 1 | 292.2 | 7.7246 | 96 |
| 3823 | Industrial process-control instruments | 2 | 2 | 127.8 | 3.8278 | 100 |
| **Lawrence** | **All mfg. & svcs.** | **556** | **9** | **611.2** | **.0107** | **46** |
| **Licking** | **All mfg. & svcs.** | **1,558** | **33** | **2,756.8** | **.0482** | **70** |
| 3296 | Mineral wool | 1 | 1 | 562.6 | 17.0062 | 100 |
| **Logan** | **All mfg. & svcs.** | **587** | **9** | **480.6** | **.0084** | **32** |
| **Lorain** | **All mfg. & svcs.** | **3,120** | **77** | **5,242.2** | **.0916** | **70** |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 1 | 674.6 | .7279 | 99 |
| 3713 | Truck & bus bodies | 2 | 1 | 275.5 | 2.7576 | 99 |
| 8062 | General medical & surgical hospitals | 7 | 5 | 222.1 | .1048 | 99 |
| 8661 | Religious organizations | 292 |  | 58.4 | .1081 | 0 |
| **Lucas** | **All mfg. & svcs.** | **7,276** | **129** | **15,137.9** | **.2645** | **72** |
| 3229 | Pressed & blown glass n.e.c. | 3 | 2 | 120.2 | 4.5492 | 100 |
| 3296 | Mineral wool | 3 | 2 | 93.6 | 2.8293 | 96 |
| 3711 | Motor vehicles & passenger-car bodies | 1 | 1 | 2,004.0 | 2.1623 | 100 |
| 3714 | Motor-vehicle parts & accessories | 8 | 6 | 1,135.0 | 1.8993 | 99 |
| 8011 | Offices & clinics of medical doctors | 531 |  | 162.9 | .2418 | 0 |
| 8062 | General medical & surgical hospitals | 11 | 10 | 868.0 | .4094 | 100 |
| 8211 | Elementary & secondary schools | 163 |  | 100.9 | .1618 | 0 |
| 8231 | Libraries | 22 | 1 | 107.7 | 1.2663 | 97 |
| 8322 | Individual & family social services | 178 |  | 25.3 | .1903 | 0 |
| 8661 | Religious organizations | 475 |  | 142.5 | .2638 | 0 |
| **Madison** | **All mfg. & svcs.** | **398** | **6** | **433.6** | **.0076** | **47** |
| **Mahoning** | **All mfg. & svcs.** | **4,055** | **65** | **4,260.2** | **.0744** | **49** |
| 8062 | General medical & surgical hospitals | 4 | 2 | 212.0 | .1000 | 99 |
| 8069 | Nonpsychiatric specialty hospitals | 1 | 1 | 252.0 | 7.7448 | 100 |
| 8661 | Religious organizations | 357 |  | 107.1 | .1983 | 0 |
| **Marion** | **All mfg. & svcs.** | **908** | **18** | **1,594.2** | **.0279** | **66** |
| 3633 | Household laundry equipment | 1 | 1 | 449.8 | 17.0618 | 100 |
| **Medina** | **All mfg. & svcs.** | **1,431** | **33** | **1,454.8** | **.0254** | **45** |
| **Meigs** | **All mfg. & svcs.** | **183** | **1** | **96.7** | **.0017** | **8** |
| **Mercer** | **All mfg. & svcs.** | **516** | **12** | **799.8** | **.0140** | **63** |
| **Miami** | **All mfg. & svcs.** | **1,306** | **38** | **2,121.1** | **.0371** | **63** |
| 3556 | Food-products machinery | 1 | 1 | 308.8 | 12.3579 | 100 |
| 8222 | Junior colleges & technical institutes | 2 | 1 | 88.6 | 1.0661 | 99 |
| **Monroe** | **All mfg. & svcs.** | **144** | **1** | **409.1** | **.0071** | **79** |
| 3334 | Primary aluminum | 1 | 1 | 321.3 | 5.9404 | 100 |
| **Montgomery** | **All mfg. & svcs.** | **9,003** | **183** | **14,572.9** | **.2546** | **62** |
| 2721 | Periodicals | 12 | 2 | 188.2 | 1.0919 | 96 |
| 2761 | Manifold business forms | 8 | 4 | 177.4 | 1.7874 | 99 |
| 2892 | Explosives | 1 | 1 | 316.7 | 27.3182 | 100 |
| 3544 | Special dies, tools, jigs, & fixtures | 123 | 16 | 100.5 | 2.5883 | 60 |
| 3571 | Electronic computers | 4 | 2 | 434.3 | 2.2699 | 99 |
| 3585 | Refrigeration & heating equipment | 4 | 3 | 1,000.7 | 4.7432 | 100 |
| 3714 | Motor-vehicle parts & accessories | 10 | 5 | 1,853.3 | 3.1014 | 97 |
| 4931 | Electric & other services combined | 2 | 2 | 746.9 | 2.5469 | 100 |
| 4941 | Water supply | 5 | 2 | 149.7 | 1.5950 | 94 |
| 6531 | Real-estate agents & managers | 369 |  | 328.7 | .3713 | 0 |
| 7389 | Business services n.e.c. | 142 | 3 | 84.1 | .3713 | 54 |
| 8011 | Offices & clinics of medical doctors | 455 | 1 | 222.7 | .3306 | 0 |
| 8062 | General medical & surgical hospitals | 13 | 10 | 914.2 | .4312 | 100 |
| 8211 | Elementary & secondary schools | 180 | 1 | 241.8 | .3878 | 51 |
| 8221 | Colleges & universities | 5 | 1 | 106.9 | .2284 | 94 |
| 8322 | Individual & family social services | 172 |  | 87.0 | .6543 | 0 |
| 8351 | Child day-care services | 108 |  | 21.6 | .2900 | 0 |
| 8661 | Religious organizations | 684 | 1 | 212.9 | .3942 | 4 |
| 8731 | Commercial physical research | 43 | 6 | 77.4 | .7535 | 93 |
| 8748 | Business consulting services n.e.c. | 23 | 1 | 51.2 | .4466 | 96 |
| **Morgan** | **All mfg. & svcs.** | **135** | **3** | **125.2** | **.0022** | **54** |
| **Morrow** | **All mfg. & svcs.** | **234** | **6** | **241.1** | **.0042** | **52** |
| **Muskingum** | **All mfg. & svcs.** | **1,128** | **25** | **1,846.9** | **.0323** | **66** |
| **Noble** | **All mfg. & svcs.** | **97** | **1** | **69.3** | **.0012** | **11** |
| **Ottawa** | **All mfg. & svcs.** | **634** | **8** | **562.1** | **.0098** | **42** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **OHIO** (cont.) | | | | | | |
| **Paulding** | **All mfg. & svcs.** | **205** | **4** | **192.5** | **.0034** | **40** |
| **Perry** | **All mfg. & svcs.** | **304** | **8** | **247.6** | **.0043** | **44** |
| **Pickaway** | **All mfg. & svcs.** | **446** | **12** | **743.0** | **.0130** | **74** |
| **Pike** | **All mfg. & svcs.** | **219** | **4** | **896.9** | **.0157** | **86** |
| 2819 | Industrial inorganic chemicals n.e.c. | 2 | 1 | 614.2 | 3.5388 | 99 |
| **Portage** | **All mfg. & svcs.** | **1,539** | **34** | **1,498.1** | **.0262** | **49** |
| **Preble** | **All mfg. & svcs.** | **468** | **7** | **459.5** | **.0080** | **45** |
| **Putnam** | **All mfg. & svcs.** | **325** | **7** | **399.5** | **.0070** | **54** |
| **Richland** | **All mfg. & svcs.** | **1,778** | **47** | **3,688.1** | **.0644** | **71** |
| 3465 | Automotive stampings | 3 | 2 | 717.2 | 4.4667 | 100 |
| *4813* | *Nonradio telephone communications* | *3* | *1* | *281.6* | *.2841* | *97* |
| **Ross** | **All mfg. & svcs.** | **773** | **9** | **1,099.0** | **.0192** | **67** |
| 2653 | Corrugated & solid fiber boxes | 2 | 1 | 253.5 | 2.0942 | 99 |
| **Sandusky** | **All mfg. & svcs.** | **824** | **26** | **1,546.8** | **.0270** | **67** |
| 3633 | Household laundry equipment | 1 | 1 | 352.5 | 13.3710 | 100 |
| **Scioto** | **All mfg. & svcs.** | **899** | **13** | **750.9** | **.0131** | **47** |
| **Seneca** | **All mfg. & svcs.** | **904** | **25** | **1,490.5** | **.0260** | **63** |
| **Shelby** | **All mfg. & svcs.** | **564** | **17** | **1,094.8** | **.0191** | **62** |
| 3714 | Motor-vehicle parts & accessories | 2 | 2 | 285.2 | .4773 | 100 |
| **Stark** | **All mfg. & svcs.** | **5,310** | **97** | **8,837.4** | **.1544** | **66** |
| 3312 | Blast furnaces & steel mills | 3 | 3 | 980.7 | 3.5768 | 100 |
| 3449 | Miscellaneous structural metal work | 5 | 3 | 131.2 | 1.9705 | 86 |
| 3562 | Ball & roller bearings | 3 | 1 | 558.9 | 20.4958 | 99 |
| 3635 | Household vacuum cleaners | 2 | 1 | 314.5 | 30.1072 | 96 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *549.0* | *.2589* | *100* |
| *8211* | *Elementary & secondary schools* | *144* | | *86.4* | *.1386* | *0* |
| *8661* | *Religious organizations* | *439* | | *132.3* | *.2449* | *0* |
| **Summit** | **All mfg. & svcs.** | **7,855** | **155** | **9,661.9** | **.1688** | **55** |
| 3011 | Tires & inner tubes | 11 | 4 | 261.7 | 3.3136 | 93 |
| 3052 | Rubber & plastics hose & belting | 3 | 1 | 60.4 | 2.2936 | 100 |
| 3069 | Fabricated rubber products n.e.c. | 25 | 5 | 595.2 | 10.8752 | 93 |
| 3465 | Automotive stampings | 7 | 2 | 738.8 | 4.6012 | 96 |
| 3544 | Special dies, tools, jigs, & fixtures | 87 | 7 | 53.7 | 1.3830 | 59 |
| 3728 | Aircraft parts & equipment n.e.c. | 3 | 1 | 226.7 | 1.5466 | 96 |
| *6531* | *Real-estate agents & managers* | *212* | *1* | *200.0* | *.2259* | *21* |
| *6719* | *Holding companies n.e.c.* | *5* | *2* | *37.8* | *.2485* | *66* |
| *7389* | *Business services n.e.c.* | *141* | | *74.3* | *.3288* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *516* | | *155.5* | *.2308* | *0* |
| *8062* | *General medical & surgical hospitals* | *10* | *9* | *561.1* | *.2646* | *100* |
| *8211* | *Elementary & secondary schools* | *183* | *2* | *214.0* | *.3432* | *47* |
| *8661* | *Religious organizations* | *566* | | *113.1* | *.2094* | *0* |
| **Trumbull** | **All mfg. & svcs.** | **2,783** | **41** | **7,983.5** | **.1395** | **79** |
| 3312 | Blast furnaces & steel mills | 3 | 1 | 515.0 | 1.8783 | 97 |
| 3465 | Automotive stampings | 1 | 1 | 466.9 | 2.9078 | 100 |
| 3694 | Engine electrical equipment | 4 | 1 | 925.4 | 11.7338 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 4 | 1 | 2,954.1 | 3.1874 | 100 |
| **Tuscarawas** | **All mfg. & svcs.** | **1,241** | **25** | **1,504.8** | **.0263** | **48** |
| **Union** | **All mfg. & svcs.** | **350** | **7** | **1,471.0** | **.0257** | **88** |
| 3711 | Motor vehicles & passenger-car bodies | 1 | 1 | 860.0 | .9279 | 100 |
| **Van Wert** | **All mfg. & svcs.** | **332** | **12** | **872.2** | **.0152** | **76** |
| **Vinton** | **All mfg. & svcs.** | **77** | **2** | **110.0** | **.0019** | **44** |
| **Warren** | **All mfg. & svcs.** | **1,008** | **15** | **928.7** | **.0162** | **40** |
| *7996* | *Amusement parks* | *3* | *2* | *130.6* | *2.4951* | *100* |
| **Washington** | **All mfg. & svcs.** | **887** | **22** | **1,733.0** | **.0303** | **70** |
| **Wayne** | **All mfg. & svcs.** | **1,254** | **38** | **2,355.0** | **.0411** | **66** |
| 3069 | Fabricated rubber products n.e.c. | 2 | 2 | 258.8 | 4.7287 | 100 |
| **Williams** | **All mfg. & svcs.** | **518** | **26** | **1,116.6** | **.0195** | **64** |
| **Wood** | **All mfg. & svcs.** | **1,175** | **31** | **2,150.1** | **.0376** | **64** |
| 3714 | Motor-vehicle parts & accessories | 4 | 4 | 664.0 | 1.1112 | 100 |
| **Wyandot** | **All mfg. & svcs.** | **353** | **10** | **496.1** | **.0087** | **42** |
| **STATE TOTAL** | **All mfg. & svcs.** | **154,798** | **3,366** | **263,839.7** | **4.6096** | **65** |
| **OKLAHOMA** | | | | | | |
| **Adair** | **All mfg. & svcs.** | **195** | **3** | **192.0** | **.0034** | **47** |
| **Alfalfa** | **All mfg. & svcs.** | **126** | | **93.2** | **.0016** | **0** |
| **Atoka** | **All mfg. & svcs.** | **153** | **1** | **91.2** | **.0016** | **9** |
| **Beaver** | **All mfg. & svcs.** | **112** | | **171.0** | **.0030** | **0** |
| **Beckham** | **All mfg. & svcs.** | **457** | **1** | **292.9** | **.0051** | **2** |
| **Blaine** | **All mfg. & svcs.** | **290** | **4** | **241.0** | **.0042** | **31** |
| **Bryan** | **All mfg. & svcs.** | **503** | **3** | **358.0** | **.0063** | **23** |
| **Caddo** | **All mfg. & svcs.** | **515** | **4** | **608.6** | **.0106** | **45** |
| **Canadian** | **All mfg. & svcs.** | **752** | **1** | **461.8** | **.0081** | **2** |
| **Carter** | **All mfg. & svcs.** | **936** | **12** | **1,587.0** | **.0277** | **64** |
| *4213* | *Nonlocal trucking* | *18* | *1* | *159.0* | *.2658* | *81* |
| **Cherokee** | **All mfg. & svcs.** | **391** | **4** | **222.9** | **.0039** | **16** |
| **Choctaw** | **All mfg. & svcs.** | **236** | **1** | **124.3** | **.0022** | **5** |
| **Cimarron** | **All mfg. & svcs.** | **84** | | **37.7** | **.0007** | **0** |
| **Cleveland** | **All mfg. & svcs.** | **2,154** | **16** | **1,708.4** | **.0298** | **44** |
| *8221* | *Colleges & universities* | *1* | *1* | *305.0* | *.6518* | *100* |
| **Coal** | **All mfg. & svcs.** | **72** | **1** | **45.0** | **.0008** | **14** |
| **Comanche** | **All mfg. & svcs.** | **1,539** | **11** | **1,242.8** | **.0217** | **30** |
| **Cotton** | **All mfg. & svcs.** | **112** | **2** | **108.1** | **.0019** | **44** |
| **Craig** | **All mfg. & svcs.** | **289** | **4** | **323.7** | **.0057** | **42** |
| **Creek** | **All mfg. & svcs.** | **923** | **7** | **686.1** | **.0120** | **18** |
| **Custer** | **All mfg. & svcs.** | **616** | **4** | **401.0** | **.0070** | **12** |
| **Delaware** | **All mfg. & svcs.** | **337** | | **131.7** | **.0023** | **0** |
| **Dewey** | **All mfg. & svcs.** | **125** | | **54.0** | **.0009** | **0** |
| **Ellis** | **All mfg. & svcs.** | **92** | **1** | **84.9** | **.0015** | **13** |
| **Garfield** | **All mfg. & svcs.** | **1,203** | **15** | **1,245.4** | **.0218** | **35** |
| **Garvin** | **All mfg. & svcs.** | **526** | **3** | **560.2** | **.0098** | **35** |
| **Grady** | **All mfg. & svcs.** | **639** | **6** | **1,003.7** | **.0175** | **57** |
| **Grant** | **All mfg. & svcs.** | **646** | | **239.6** | **.0042** | **0** |
| **Greer** | **All mfg. & svcs.** | **124** | | **75.4** | **.0013** | **0** |
| **Harmon** | **All mfg. & svcs.** | **63** | | **48.8** | **.0009** | **0** |
| **Harper** | **All mfg. & svcs.** | **119** | | **124.8** | **.0022** | **0** |
| **Haskell** | **All mfg. & svcs.** | **119** | | **78.6** | **.0014** | **0** |
| **Hughes** | **All mfg. & svcs.** | **188** | **2** | **150.6** | **.0026** | **14** |
| **Jackson** | **All mfg. & svcs.** | **471** | **4** | **287.0** | **.0050** | **26** |
| **Jefferson** | **All mfg. & svcs.** | **106** | | **59.8** | **.0010** | **0** |
| **Johnston** | **All mfg. & svcs.** | **105** | **2** | **61.7** | **.0011** | **18** |
| **Kay** | **All mfg. & svcs.** | **459** | **11** | **1,126.1** | **.0197** | **52** |
| **Kingfisher** | **All mfg. & svcs.** | **289** | **2** | **232.2** | **.0041** | **9** |
| **Kiowa** | **All mfg. & svcs.** | **240** | **1** | **197.8** | **.0035** | **13** |
| **Latimer** | **All mfg. & svcs.** | **121** | **2** | **100.7** | **.0018** | **17** |
| **Le Flore** | **All mfg. & svcs.** | **501** | **6** | **294.9** | **.0052** | **19** |
| **Lincoln** | **All mfg. & svcs.** | **346** | **1** | **230.4** | **.0040** | **2** |
| **Logan** | **All mfg. & svcs.** | **398** | **1** | **210.2** | **.0037** | **8** |
| **Love** | **All mfg. & svcs.** | **101** | **2** | **100.3** | **.0018** | **35** |
| **McClain** | **All mfg. & svcs.** | **303** | **1** | **156.7** | **.0027** | **3** |
| **McCurtain** | **All mfg. & svcs.** | **494** | **7** | **588.5** | **.0103** | **53** |
| **McIntosh** | **All mfg. & svcs.** | **249** | **3** | **179.7** | **.0031** | **12** |
| **Major** | **All mfg. & svcs.** | **136** | | **153.5** | **.0027** | **0** |
| **Marshall** | **All mfg. & svcs.** | **184** | **3** | **111.3** | **.0019** | **27** |
| **Mayes** | **All mfg. & svcs.** | **536** | **8** | **618.0** | **.0108** | **36** |
| **Murray** | **All mfg. & svcs.** | **225** | **3** | **207.0** | **.0036** | **39** |
| **Muskogee** | **All mfg. & svcs.** | **1,066** | **16** | **1,359.6** | **.0238** | **52** |
| **Noble** | **All mfg. & svcs.** | **192** | **2** | **337.1** | **.0059** | **65** |
| **Nowata** | **All mfg. & svcs.** | **144** | **1** | **71.9** | **.0013** | **17** |
| **Okfuskee** | **All mfg. & svcs.** | **132** | **3** | **148.7** | **.0026** | **56** |
| **Oklahoma** | **All mfg. & svcs.** | **13,239** | **167** | **21,413.9** | **.3741** | **59** |
| 2911 | Petroleum refining | 3 | 2 | 309.2 | .3287 | 91 |
| 3661 | Telephone & telegraph apparatus | 3 | 1 | 961.8 | 4.2740 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 5 | 1 | 2,337.2 | 2.5218 | 100 |
| *4213* | *Nonlocal trucking* | *104* | *5* | *227.2* | *.3798* | *31* |
| *6021* | *National commercial banks* | *25* | *6* | *3,350.2* | *2.8199* | *87* |
| *6411* | *Insurance agents, brokers, & service* | *802* | | *409.6* | *.4691* | *0* |
| *6531* | *Real-estate agents & managers* | *647* | | *456.9* | *.5162* | *0* |
| *7011* | *Hotels & motels* | *123* | *7* | *112.0* | *.2422* | *33* |
| *7389* | *Business services n.e.c.* | *263* | | *102.6* | *.4530* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *705* | | *229.1* | *.3401* | *0* |
| *8062* | *General medical & surgical hospitals* | *18* | *14* | *851.8* | *.4018* | *100* |
| *8111* | *Legal services* | *769* | *3* | *219.8* | *.3605* | *12* |
| *8211* | *Elementary & secondary schools* | *232* | | *143.8* | *.2306* | *0* |
| *8221* | *Colleges & universities* | *11* | *7* | *273.8* | *.5851* | *98* |
| *8322* | *Individual & family social services* | *212* | | *110.2* | *.8288* | *0* |
| *8351* | *Child day-care services* | *221* | | *44.2* | *.5935* | *0* |
| *8661* | *Religious organizations* | *620* | | *247.7* | *.4586* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *345* | | *121.4* | *.4312* | *0* |
| **Okmulgee** | **All mfg. & svcs.** | **563** | **5** | **413.7** | **.0072** | **22** |
| **Osage** | **All mfg. & svcs.** | **338** | **6** | **314.2** | **.0055** | **30** |
| **Ottawa** | **All mfg. & svcs.** | **573** | **8** | **376.3** | **.0066** | **31** |
| **Pawnee** | **All mfg. & svcs.** | **218** | **2** | **122.3** | **.0021** | **29** |
| **Payne** | **All mfg. & svcs.** | **903** | **11** | **1,354.7** | **.0237** | **65** |
| *8221* | *Colleges & universities* | *1* | *1* | *264.0* | *.5642* | *100* |
| **Pittsburg** | **All mfg. & svcs.** | **627** | **6** | **568.5** | **.0099** | **29** |
| **Pontotoc** | **All mfg. & svcs.** | **597** | **7** | **664.5** | **.0116** | **27** |
| **Pottawatomie** | **All mfg. & svcs.** | **823** | **9** | **796.0** | **.0139** | **32** |
| **Pushmataha** | **All mfg. & svcs.** | **143** | **1** | **54.9** | **.0010** | **9** |
| **Roger Mills** | **All mfg. & svcs.** | **67** | | **62.7** | **.0011** | **0** |
| **Rogers** | **All mfg. & svcs.** | **622** | **11** | **690.8** | **.0121** | **47** |
| **Seminole** | **All mfg. & svcs.** | **454** | **5** | **398.6** | **.0070** | **38** |
| **Sequoyah** | **All mfg. & svcs.** | **380** | **2** | **236.4** | **.0041** | **26** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Stephens** | **All mfg. & svcs.** | **814** | **4** | **543.6** | **.0095** | **8** |
| **Texas** | **All mfg. & svcs.** | **379** | **2** | **367.9** | **.0064** | **6** |
| **Tillman** | **All mfg. & svcs.** | **182** | **3** | **146.1** | **.0026** | **23** |
| **Tulsa** | **All mfg. & svcs.** | **11,156** | **184** | **18,293.5** | **.3196** | **59** |
| 3533 | Oil- & gas-field machinery | 41 | 9 | 262.1 | 4.4310 | 72 |
| 3571 | Electronic computers | 2 | 1 | 282.7 | 1.4775 | 99 |
| 3721 | Aircraft | 2 | 1 | 290.0 | .7331 | 99 |
| 3728 | Aircraft parts & equipment n.e.c. | 9 | 3 | 633.8 | 4.3241 | 98 |
| *4213* | *Nonlocal trucking* | *90* | *5* | *372.4* | *.6224* | *57* |
| *4512* | *Scheduled air transportation* | *1* | *1* | *1,916.8* | *5.6488* | *100* |
| *4581* | *Airports, flying fields, & services* | *39* | *1* | *677.1* | *2.2060* | *95* |
| *6021* | *National commercial banks* | *16* | *7* | *395.7* | *.3331* | *81* |
| *6411* | *Insurance agents, brokers, & service* | *571* | *1* | *295.7* | *.3386* | *3* |
| *6531* | *Real-estate agents & managers* | *477* |  | *333.4* | *.3766* | *0* |
| *7011* | *Hotels & motels* | *98* | *11* | *102.9* | *.2226* | *55* |
| *8011* | *Offices & clinics of medical doctors* | *486* |  | *182.4* | *.2708* | *0* |
| *8062* | *General medical & surgical hospitals* | *12* | *7* | *510.9* | *.2410* | *99* |
| *8111* | *Legal services* | *675* | *2* | *193.2* | *.3169* | *11* |
| *8211* | *Elementary & secondary schools* | *182* |  | *111.8* | *.1793* | *0* |
| *8221* | *Colleges & universities* | *5* | *2* | *130.9* | *.2797* | *95* |
| *8351* | *Child day-care services* | *216* |  | *43.0* | *.5773* | *0* |
| *8661* | *Religious organizations* | *500* |  | *200.5* | *.3712* | *0* |
| **Wagoner** | **All mfg. & svcs.** | **299** | **4** | **163.2** | **.0029** | **34** |
| **Washington** | **All mfg. & svcs.** | **826** | **8** | **900.5** | **.0157** | **43** |
| **Washita** | **All mfg. & svcs.** | **256** | **1** | **157.5** | **.0028** | **3** |
| **Woods** | **All mfg. & svcs.** | **252** | **2** | **158.9** | **.0028** | **8** |
| **Woodward** | **All mfg. & svcs.** | **467** | **3** | **467.4** | **.0082** | **14** |
| **STATE TOTAL** | **All mfg. & svcs.** | **55,612** | **636** | **68,293.6** | **1.1932** | **49** |

## OREGON

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Baker** | **All mfg. & svcs.** | **330** | **4** | **296.4** | **.0052** | **27** |
| **Benton** | **All mfg. & svcs.** | **1,056** | **10** | **1,412.5** | **.0247** | **66** |
| 3578 | Calculating & accounting equipment | 1 | 1 | 481.9 | 15.1885 | 100 |
| *8221* | *Colleges & universities* | *1* | *1* | *152.0* | *.3248* | *100* |
| **Clackamas** | **All mfg. & svcs.** | **3,103** | **43** | **2,614.5** | **.0457** | **37** |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *120.0* | *.0566* | *99* |
| *8661* | *Religious organizations* | *173* |  | *69.3* | *.1283* | *0* |
| **Clatsop** | **All mfg. & svcs.** | **674** | **4** | **689.1** | **.0120** | **9** |
| **Columbia** | **All mfg. & svcs.** | **431** | **6** | **618.6** | **.0108** | **51** |
| **Coos** | **All mfg. & svcs.** | **1,063** | **12** | **1,006.2** | **.0176** | **42** |
| **Crook** | **All mfg. & svcs.** | **218** | **5** | **233.7** | **.0041** | **43** |
| **Curry** | **All mfg. & svcs.** | **414** | **2** | **292.0** | **.0051** | **32** |
| **Deschutes** | **All mfg. & svcs.** | **1,590** | **15** | **1,254.7** | **.0219** | **26** |
| **Douglas** | **All mfg. & svcs.** | **1,558** | **19** | **1,584.7** | **.0277** | **45** |
| 2436 | Softwood veneer & plywood | 8 | 5 | 509.9 | 13.7967 | 97 |
| **Gilliam** | **All mfg. & svcs.** | **48** |  | **34.3** | **.0006** | **0** |
| **Grant** | **All mfg. & svcs.** | **184** | **2** | **134.3** | **.0023** | **27** |
| **Harney** | **All mfg. & svcs.** | **152** |  | **75.2** | **.0013** | **0** |
| **Hood River** | **All mfg. & svcs.** | **365** | **6** | **407.2** | **.0071** | **45** |
| **Jackson** | **All mfg. & svcs.** | **2,619** | **34** | **2,341.0** | **.0409** | **35** |
| 2436 | Softwood veneer & plywood | 15 | 9 | 232.2 | 6.2828 | 93 |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *132.0* | *.0623* | *96* |
| **Jefferson** | **All mfg. & svcs.** | **177** | **4** | **222.4** | **.0039** | **38** |
| **Josephine** | **All mfg. & svcs.** | **1,088** | **18** | **799.1** | **.0140** | **34** |
| **Klamath** | **All mfg. & svcs.** | **1,002** | **11** | **1,069.3** | **.0187** | **48** |
| **Lake** | **All mfg. & svcs.** | **155** | **2** | **116.0** | **.0020** | **11** |
| **Lane** | **All mfg. & svcs.** | **4,762** | **55** | **4,937.0** | **.0863** | **39** |
| 2421 | General sawmills & planing mills | 19 | 8 | 281.0 | 2.6968 | 82 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *168.0* | *.0792* | *98* |
| *8661* | *Religious organizations* | *255* |  | *76.5* | *.1416* | *0* |
| **Lincoln** | **All mfg. & svcs.** | **882** | **7** | **648.3** | **.0113** | **38** |
| **Linn** | **All mfg. & svcs.** | **1,491** | **30** | **1,992.0** | **.0348** | **65** |
| **Malheur** | **All mfg. & svcs.** | **559** | **5** | **582.6** | **.0102** | **54** |
| **Marion** | **All mfg. & svcs.** | **3,785** | **39** | **2,960.6** | **.0517** | **37** |
| *8661* | *Religious organizations* | *219* |  | *66.1* | *.1224* | *0* |
| **Morrow** | **All mfg. & svcs.** | **137** | **4** | **237.7** | **.0042** | **76** |
| **Multnomah** | **All mfg. & svcs.** | **13,490** | **235** | **19,817.1** | **.3462** | **53** |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 2 | 1,106.3 | 1.1937 | 100 |
| *4213* | *Nonlocal trucking* | *157* | *6* | *280.7* | *.4692* | *44* |
| *4911* | *Electric services* | *7* | *3* | *1,109.1* | *.7617* | *91* |
| *6021* | *National commercial banks* | *4* | *3* | *805.5* | *.6780* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *604* | *2* | *594.0* | *.6802* | *18* |
| *6531* | *Real-estate agents & managers* | *329* | *1* | *289.6* | *.3272* | *3* |
| *7011* | *Hotels & motels* | *152* | *7* | *164.8* | *.3564* | *50* |
| *7231* | *Beauty shops* | *433* |  | *44.1* | *.2819* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *135* | *1* | *41.1* | *.6194* | *37* |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % in Large Estab. |
|---|---|---|---|---|---|---|
| *7389* | *Business services n.e.c.* | *262* | *1* | *128.6* | *.5678* | *4* |
| *8011* | *Offices & clinics of medical doctors* | *742* |  | *220.2* | *.3269* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *89* | *6* | *21.2* | *.3226* | *52* |
| *8062* | *General medical & surgical hospitals* | *20* | *12* | *955.2* | *.4505* | *98* |
| *8111* | *Legal services* | *604* | *6* | *250.2* | *.4104* | *34* |
| *8211* | *Elementary & secondary schools* | *205* |  | *112.6* | *.1806* | *0* |
| *8221* | *Colleges & universities* | *12* | *7* | *211.0* | *.4509* | *95* |
| *8222* | *Junior colleges & technical institutes* | *5* | *3* | *143.7* | *1.7290* | *100* |
| *8641* | *Civic & social associations* | *235* |  | *71.7* | *.5652* | *0* |
| *8661* | *Religious organizations* | *510* |  | *153.4* | *.2840* | *0* |
| *8711* | *Engineering services* | *158* | *1* | *170.4* | *.5477* | *33* |
| *8721* | *Accounting, auditing, & bookkeeping* | *310* | *2* | *186.2* | *.6614* | *9* |
| **Polk** | **All mfg. & svcs.** | **383** | **7** | **401.1** | **.0070** | **47** |
| **Sherman** | **All mfg. & svcs.** | **33** |  | **10.7** | **.0002** | **0** |
| **Tillamook** | **All mfg. & svcs.** | **450** | **5** | **463.0** | **.0081** | **47** |
| **Umatilla** | **All mfg. & svcs.** | **1,253** | **15** | **1,234.6** | **.0216** | **49** |
| **Union** | **All mfg. & svcs.** | **465** | **7** | **459.7** | **.0080** | **53** |
| **Wallowa** | **All mfg. & svcs.** | **174** |  | **90.4** | **.0016** | **0** |
| **Wasco** | **All mfg. & svcs.** | **421** | **6** | **629.3** | **.0110** | **67** |
| **Washington** | **All mfg. & svcs.** | **3,222** | **44** | **3,331.3** | **.0582** | **53** |
| 3651 | Household audio & video equipment | 2 | 2 | 357.3 | 3.6488 | 100 |
| 3674 | Semiconductors & related devices | 3 | 1 | 237.5 | 1.9419 | 100 |
| **Wheeler** | **All mfg. & svcs.** | **25** |  | **23.0** | **.0004** | **0** |
| **Yamhill** | **All mfg. & svcs.** | **874** | **16** | **988.7** | **.0173** | **52** |
| **STATE TOTAL** | **All mfg. & svcs.** | **48,633** | **672** | **54,008.4** | **.9436** | **47** |

## PENNSYLVANIA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % in Large Estab. |
|---|---|---|---|---|---|---|
| **Adams** | **All mfg. & svcs.** | **958** | **27** | **1,031.3** | **.0180** | **54** |
| **Allegheny** | **All mfg. & svcs.** | **22,538** | **387** | **33,645.0** | **.5878** | **65** |
| 2711 | Newspapers | 46 | 4 | 77.0 | .2760 | 77 |
| 2752 | Commercial lithographic printing | 101 | 4 | 170.0 | .7693 | 49 |
| 3089 | Plastics products n.e.c. | 43 | 5 | 128.0 | .3929 | 70 |
| 3211 | Flat glass | 2 | 1 | 61.5 | 1.9783 | 96 |
| 3274 | Lime | 1 | 1 | 18.9 | 1.6103 | 100 |
| 3312 | Blast furnaces & steel mills | 20 | 12 | 1,365.9 | 4.9817 | 99 |
| 3317 | Steel pipe & tubes | 3 | 1 | 864.3 | 15.5229 | 99 |
| 3465 | Automotive stampings | 2 | 2 | 517.9 | 3.2254 | 100 |
| 3561 | Pumps & pumping equipment | 4 | 2 | 175.3 | 5.2081 | 98 |
| 3612 | Nonelectronic transformers | 2 | 2 | 218.9 | 6.8100 | 100 |
| 3699 | Electrical equipment & supplies n.e.c. | 16 | 2 | 160.8 | .8708 | 97 |
| *4212* | *Local trucking without storage* | *150* | *2* | *412.4* | *.8509* | *21* |
| *4213* | *Nonlocal trucking* | *65* | *2* | *172.9* | *.2890* | *30* |
| *4911* | *Electric services* | *7* | *5* | *735.0* | *.5048* | *95* |
| *6021* | *National commercial banks* | *6* | *5* | *1,996.8* | *1.6807* | *99* |
| *6036* | *Nonfederal savings institutions* | *171* | *1* | *843.1* | *.7978* | *15* |
| *6411* | *Insurance agents, brokers, & service* | *950* | [illegible] | *424.4* | *.4860* | *7* |
| *6531* | *Real-estate agents & managers* | *605* | *2* | *272.7* | *.3081* | *45* |
| *6712* | *Bank-holding companies* | *4* | *3* | *39.7* | *.7390* | *80* |
| *7011* | *Hotels & motels* | *126* | *7* | *175.3* | *.3792* | *70* |
| *7231* | *Beauty shops* | *997* |  | *101.7* | *.6501* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *159* | *1* | *69.4* | *1.0459* | *56* |
| *7374* | *Computer processing & data preparation* | *107* | *2* | *143.4* | *.7484* | *16* |
| *7389* | *Business services n.e.c.* | *331* |  | *139.4* | *.6155* | *0* |
| *7538* | *General automotive repair shops* | *537* |  | *113.6* | *.4870* | *0* |
| *7699* | *Repair services n.e.c.* | *245* | *1* | *128.5* | *.8888* | *9* |
| *8011* | *Offices & clinics of medical doctors* | *1,834* |  | *485.4* | *.7206* | *0* |
| *8021* | *Offices & clinics of dentists* | *940* |  | *192.4* | *.7387* | *0* |
| *8049* | *Offices of health practitioners n.e.c.* | *340* |  | *93.7* | *1.0140* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *88* | *9* | *30.5* | *.4640* | *85* |
| *8062* | *General medical & surgical hospitals* | *39* | *30* | *1,918.3* | *.9048* | *99* |
| *8063* | *Psychiatric hospitals* | *4* | *4* | *188.0* | *1.8511* | *100* |
| *8111* | *Legal services* | *1,634* | *10* | *685.5* | *1.1243* | *20* |
| *8211* | *Elementary & secondary schools* | *425* | *5* | *1,418.1* | *2.2741* | *84* |
| *8221* | *Colleges & universities* | *16* | *8* | *375.7* | *.8029* | *98* |
| *8351* | *Child day-care services* | *260* |  | *52.0* | *.6982* | *0* |
| *8641* | *Civic & social associations* | *444* |  | *89.0* | *.7016* | *0* |
| *8661* | *Religious organizations* | *1,099* |  | *439.5* | *.8137* | *0* |
| *8711* | *Engineering services* | *330* | *6* | *134.9* | *.4336* | *30* |
| *8712* | *Architectural services* | *177* |  | *25.8* | *.2067* | *0* |
| *8721* | *Accounting, auditing, & bookkeeping* | *428* | *1* | *202.0* | *.7176* | *9* |
| *8731* | *Commercial physical research* | *17* | *6* | *100.2* | *.9755* | *99* |
| *8748* | *Business consulting services n.e.c.* | *84* | *4* | *172.2* | *1.5022* | *64* |
| **Armstrong** | **All mfg. & svcs.** | **1,047** | **12** | **1,254.1** | **.0219** | **58** |
| **Beaver** | **All mfg. & svcs.** | **2,234** | **34** | **2,536.3** | **.0443** | **57** |
| 3317 | Steel pipe & tubes | 4 | 2 | 374.0 | 6.7171 | 99 |
| *8661* | *Religious organizations* | *203* |  | *81.2* | *.1503* | *0* |
| **Bedford** | **All mfg. & svcs.** | **598** | **7** | **447.6** | **.0078** | **28** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **PENNSYLVANIA** (cont.) | | | | | | |
| **Berks** | **All mfg. & svcs.** | **4,536** | **146** | **8,629.5** | **.1508** | **69** |
| 3312 | Blast furnaces & steel mills | 2 | 2 | 305.2 | 1.1131 | 100 |
| 3674 | Semiconductors & related devices | 1 | 1 | 422.4 | 3.4536 | 100 |
| 3691 | Storage batteries | 4 | 4 | 244.4 | 7.7425 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 2 | 748.2 | .8073 | 100 |
| 8062 | General medical & surgical hospitals | 5 | 5 | 251.0 | .1184 | 100 |
| 8661 | Religious organizations | 265 | | 79.7 | .1476 | 0 |
| 8711 | Engineering services | 38 | 2 | 173.5 | .5577 | 97 |
| **Blair** | **All mfg. & svcs.** | **1,796** | **46** | **2,161.1** | **.0378** | **52** |
| 8062 | General medical & surgical hospitals | 7 | 5 | 143.1 | .0675 | 99 |
| **Bradford** | **All mfg. & svcs.** | **682** | **17** | **1,202.0** | **.0210** | **63** |
| **Bucks** | **All mfg. & svcs.** | **7,950** | **149** | **10,171.5** | **.1777** | **52** |
| 3089 | Plastics products n.e.c. | 61 | 7 | 331.0 | 1.0161 | 79 |
| 3544 | Special dies, tools, jigs, & fixtures | 55 | 5 | 42.4 | 1.0920 | 55 |
| 6411 | Insurance agents, brokers, & service | 262 | | 391.7 | .4456 | 0 |
| 8011 | Offices & clinics of medical doctors | 436 | | 121.1 | .1798 | 0 |
| 8062 | General medical & surgical hospitals | 11 | 7 | 419.1 | .1977 | 98 |
| 8211 | Elementary & secondary schools | 161 | | 102.5 | .1644 | 0 |
| 8322 | Individual & family social services | 166 | | 69.1 | .5197 | 0 |
| 8661 | Religious organizations | 283 | | 113.2 | .2096 | 0 |
| **Butler** | **All mfg. & svcs.** | **2,029** | **37** | **2,237.7** | **.0391** | **48** |
| 8661 | Religious organizations | 149 | | 59.6 | .1103 | 0 |
| **Cambria** | **All mfg. & svcs.** | **1,974** | **41** | **3,129.0** | **.0547** | **67** |
| 3312 | Blast furnaces & steel mills | 1 | 1 | 146.4 | .5339 | 100 |
| 4911 | Electric services | 7 | 4 | 1,336.9 | .9181 | 97 |
| **Cameron** | **All mfg. & svcs.** | **123** | **2** | **139.8** | **.0024** | **64** |
| **Carbon** | **All mfg. & svcs.** | **717** | **15** | **775.8** | **.0136** | **45** |
| **Centre** | **All mfg. & svcs.** | **1,500** | **24** | **1,504.0** | **.0263** | **53** |
| 8221 | Colleges & universities | 1 | 1 | 254.0 | .5428 | 100 |
| **Chester** | **All mfg. & svcs.** | **5,018** | **124** | **8,749.3** | **.1529** | **64** |
| 2033 | Canned fruits & vegetables | 10 | 3 | 381.2 | 2.8515 | 82 |
| 2834 | Pharmaceutical preparations | 2 | 2 | 389.9 | 1.4108 | 100 |
| 3312 | Blast furnaces & steel mills | 5 | 3 | 306.0 | 1.1160 | 95 |
| 3571 | Electronic computers | 3 | 2 | 271.2 | 1.4174 | 98 |
| 3621 | Motors & generators | 4 | 4 | 187.8 | 2.5548 | 100 |
| 4213 | Nonlocal trucking | 15 | 3 | 104.7 | .1750 | 74 |
| 6311 | Life insurance | 2 | 2 | 651.7 | .5476 | 100 |
| 7379 | Computer-related services n.e.c. | 26 | 3 | 439.3 | 4.2704 | 98 |
| 8011 | Offices & clinics of medical doctors | 314 | | 97.6 | .1449 | 0 |
| 8062 | General medical & surgical hospitals | 10 | 7 | 343.0 | .1618 | 99 |
| 8661 | Religious organizations | 256 | | 102.5 | .1898 | 0 |
| **Clarion** | **All mfg. & svcs.** | **548** | **8** | **465.8** | **.0081** | **45** |
| **Clearfield** | **All mfg. & svcs.** | **966** | **18** | **954.0** | **.0167** | **44** |
| **Clinton** | **All mfg. & svcs.** | **408** | **10** | **386.1** | **.0067** | **45** |
| **Columbia** | **All mfg. & svcs.** | **901** | **33** | **1,180.7** | **.0206** | **58** |
| **Crawford** | **All mfg. & svcs.** | **1,322** | **33** | **1,613.8** | **.0282** | **58** |
| **Cumberland** | **All mfg. & svcs.** | **2,932** | **75** | **4,840.5** | **.0846** | **67** |
| 2273 | Carpets & rugs | 1 | 1 | 48.7 | 1.2680 | 100 |
| 3643 | Current-carrying wiring devices | 3 | 2 | 93.3 | 3.0897 | 100 |
| 4213 | Nonlocal trucking | 33 | 5 | 403.1 | .6738 | 80 |
| 8062 | General medical & surgical hospitals | 6 | 5 | 217.8 | .1027 | 100 |
| **Dauphin** | **All mfg. & svcs.** | **4,069** | **70** | **5,705.6** | **.0997** | **62** |
| 2064 | Candy & other confectionery products | 5 | 2 | 935.0 | 15.4535 | 99 |
| 3312 | Blast furnaces & steel mills | 1 | 1 | 234.0 | .8534 | 100 |
| 7996 | Amusement parks | 4 | 1 | 87.3 | 1.6678 | 100 |
| 8062 | General medical & surgical hospitals | 5 | 5 | 439.0 | .2071 | 100 |
| **Delaware** | **All mfg. & svcs.** | **7,189** | **104** | **11,305.6** | **.1975** | **68** |
| 2621 | Paper mills | 3 | 1 | 194.9 | .8484 | 100 |
| 3911 | Precious-metal jewelry | 3 | 1 | 219.4 | 4.4595 | 100 |
| 6021 | National commercial banks | 3 | 2 | 536.0 | .4512 | 100 |
| 6411 | Insurance agents, brokers, & service | 272 | | 192.5 | .2204 | 0 |
| 7389 | Business services n.e.c. | 128 | 1 | 66.4 | .2932 | 6 |
| 8011 | Offices & clinics of medical doctors | 543 | 1 | 149.6 | .2221 | 0 |
| 8062 | General medical & surgical hospitals | 13 | 9 | 514.3 | .2426 | 100 |
| 8211 | Elementary & secondary schools | 177 | | 101.1 | .1621 | 0 |
| 8221 | Colleges & universities | 11 | 6 | 132.7 | .2836 | 95 |
| 8661 | Religious organizations | 313 | | 94.1 | .1742 | 0 |
| **Elk** | **All mfg. & svcs.** | **535** | **17** | **1,236.3** | **.0216** | **79** |
| 3624 | Carbon & graphite products | 5 | 5 | 591.3 | 35.8451 | 100 |
| **Erie** | **All mfg. & svcs.** | **4,035** | **114** | **6,566.1** | **.1147** | **62** |
| 2621 | Paper mills | 3 | 1 | 253.2 | 1.1021 | 96 |
| 3089 | Plastics products n.e.c. | 42 | 7 | 185.8 | .5703 | 70 |
| 3743 | Railroad equipment | 2 | 2 | 741.3 | 20.7246 | 100 |
| 3842 | Surgical appliances & supplies | 3 | 2 | 211.7 | 2.8147 | 99 |
| 6411 | Insurance agents, brokers, & service | 169 | | 280.1 | .3208 | 0 |
| 8062 | General medical & surgical hospitals | 8 | 6 | 159.1 | .0750 | 97 |
| **Fayette** | **All mfg. & svcs.** | **1,965** | **24** | **1,533.7** | **.0268** | **44** |
| **Forest** | **All mfg. & svcs.** | **73** | **3** | **62.4** | **.0011** | **50** |
| **Franklin** | **All mfg. & svcs.** | **1,593** | **33** | **1,948.5** | **.0340** | **56** |
| 2311 | Men's & boys' suits & coats | 1 | 1 | 159.7 | 4.0212 | 100 |
| 3531 | Construction machinery | 1 | 1 | 150.1 | 1.0085 | 100 |
| **Fulton** | **All mfg. & svcs.** | **143** | **2** | **128.0** | **.0022** | **49** |
| **Greene** | **All mfg. & svcs.** | **475** | **3** | **237.3** | **.0041** | **11** |
| **Huntingdon** | **All mfg. & svcs.** | **471** | **11** | **529.2** | **.0092** | **50** |
| **Indiana** | **All mfg. & svcs.** | **1,126** | **14** | **1,122.8** | **.0196** | **47** |
| **Jefferson** | **All mfg. & svcs.** | **630** | **13** | **599.1** | **.0105** | **49** |
| **Juniata** | **All mfg. & svcs.** | **227** | **5** | **218.1** | **.0038** | **43** |
| **Lackawanna** | **All mfg. & svcs.** | **3,352** | **94** | **4,292.8** | **.0750** | **57** |
| 8062 | General medical & surgical hospitals | 9 | 8 | 232.0 | .1094 | 100 |
| 8661 | Religious organizations | 138 | | 55.2 | .1022 | 0 |
| **Lancaster** | **All mfg. & svcs.** | **5,705** | **168** | **9,895.8** | **.1729** | **65** |
| 3996 | Hard-surface floor coverings n.e.c. | 2 | 1 | 761.0 | 43.5978 | 99 |
| 7011 | Hotels & motels | 111 | 4 | 80.0 | .1730 | 64 |
| 8062 | General medical & surgical hospitals | 6 | 5 | 437.0 | .2061 | 100 |
| 8661 | Religious organizations | 397 | | 79.7 | .1476 | 0 |
| **Lawrence** | **All mfg. & svcs.** | **1,427** | **23** | **2,342.0** | **.0409** | **63** |
| 8661 | Religious organizations | 138 | | 55.2 | .1022 | 0 |
| **Lebanon** | **All mfg. & svcs.** | **1,458** | **50** | **1,983.7** | **.0347** | **64** |
| 8062 | General medical & surgical hospitals | 4 | 4 | 140.1 | .0661 | 100 |
| **Lehigh** | **All mfg. & svcs.** | **4,239** | **89** | **9,666.0** | **.1689** | **75** |
| 2813 | Industrial gases | 2 | 1 | 449.1 | 13.5463 | 99 |
| 3674 | Semiconductors & related devices | 2 | 1 | 551.9 | 4.5125 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 3 | 3 | 683.0 | .7369 | 100 |
| 6311 | Life insurance | 1 | 1 | 1,641.2 | 1.3790 | 100 |
| 8062 | General medical & surgical hospitals | 7 | 4 | 218.1 | .1029 | 99 |
| **Luzerne** | **All mfg. & svcs.** | **4,944** | **133** | **6,766.8** | **.1182** | **47** |
| 2335 | Women's & misses' dresses | 74 | 14 | 254.1 | 5.9429 | 47 |
| 8062 | General medical & surgical hospitals | 13 | 9 | 411.1 | .1939 | 99 |
| **Lycoming** | **All mfg. & svcs.** | **1,670** | **61** | **2,628.5** | **.0459** | **66** |
| 8062 | General medical & surgical hospitals | 4 | 4 | 146.0 | .0689 | 100 |
| **McKean** | **All mfg. & svcs.** | **791** | **22** | **1,193.4** | **.0209** | **72** |
| **Mercer** | **All mfg. & svcs.** | **1,642** | **33** | **2,539.8** | **.0444** | **61** |
| 3312 | Blast furnaces & steel mills | 2 | 2 | 496.0 | 1.8090 | 100 |
| 8062 | General medical & surgical hospitals | 4 | 4 | 128.0 | .0604 | 100 |
| **Mifflin** | **All mfg. & svcs.** | **578** | **17** | **875.3** | **.0153** | **63** |
| **Monroe** | **All mfg. & svcs.** | **1,577** | **26** | **1,142.0** | **.0200** | **38** |
| 7011 | Hotels & motels | 144 | 8 | 111.0 | .2401 | 39 |
| **Montgomery** | **All mfg. & svcs.** | **13,294** | **298** | **18,596.2** | **.3249** | **57** |
| 2869 | Industrial organic chemicals n.e.c. | 6 | 3 | 244.8 | .9718 | 97 |
| 3769 | Space-vehicle equipment n.e.c. | 1 | 1 | 372.5 | 8.6277 | 100 |
| 3823 | Industrial process-control instruments | 18 | 4 | 401.7 | 12.0316 | 94 |
| 4213 | Nonlocal trucking | 20 | 2 | 165.4 | .2765 | 79 |
| 6021 | National commercial banks | 7 | 5 | 613.3 | .5162 | 97 |
| 6022 | State commercial banks | 9 | 4 | 480.3 | .5780 | 88 |
| 6411 | Insurance agents, brokers, & service | 642 | 1 | 377.4 | .4322 | 4 |
| 6531 | Real-estate agents & managers | 479 | | 246.2 | .2781 | 0 |
| 6719 | Holding companies n.e.c. | 10 | 2 | 75.4 | .4957 | 69 |
| 7011 | Hotels & motels | 52 | 8 | 73.8 | .1596 | 64 |
| 7231 | Beauty shops | 513 | | 52.5 | .3356 | 0 |
| 7349 | Building maintenance services n.e.c. | 139 | 3 | 64.3 | .9691 | 62 |
| 7372 | Prepackaged software | 35 | 3 | 381.5 | 3.0968 | 92 |
| 7389 | Business services n.e.c. | 282 | 1 | 130.8 | .5775 | 9 |
| 8011 | Offices & clinics of medical doctors | 1,032 | | 281.4 | .4177 | 0 |
| 8021 | Offices & clinics of dentists | 512 | | 102.3 | .3928 | 0 |
| 8051 | Skilled-nursing-care facilities | 2 | 2 | 216.6 | 19.7017 | 100 |
| 8062 | General medical & surgical hospitals | 18 | 11 | 713.2 | .3364 | 98 |
| 8111 | Legal services | 443 | | 150.3 | .2465 | 0 |
| 8211 | Elementary & secondary schools | 235 | | 137.5 | .2205 | 0 |
| 8351 | Child day-care services | 136 | | 27.2 | .3652 | 0 |
| 8661 | Religious organizations | 481 | 1 | 154.8 | .2866 | 7 |
| 8711 | Engineering services | 217 | 2 | 128.3 | .4124 | 51 |
| 8721 | Accounting, auditing, & bookkeeping | 418 | 1 | 118.7 | .4217 | 1 |
| 8741 | Management services | 126 | 1 | 105.0 | 1.0915 | 4 |
| **Montour** | **All mfg. & svcs.** | **221** | **9** | **698.5** | **.0122** | **90** |
| 8062 | General medical & surgical hospitals | 2 | 1 | 173.1 | .0816 | 100 |
| **Northampton** | **All mfg. & svcs.** | **3,715** | **86** | **4,467.4** | **.0781** | **62** |
| 2331 | Women's & misses' blouses & shirts | 43 | 10 | 213.2 | 4.5551 | 62 |
| 2339 | Women's & misses' outerwear n.e.c. | 21 | 7 | 74.2 | 2.2557 | 84 |
| 3312 | Blast furnaces & steel mills | 3 | 2 | 715.9 | 2.6110 | 100 |
| **Northumberland** | **All mfg. & svcs.** | **1,268** | **33** | **1,772.4** | **.0310** | **62** |
| **Perry** | **All mfg. & svcs.** | **376** | **1** | **175.5** | **.0031** | **10** |
| **Philadelphia** | **All mfg. & svcs.** | **24,408** | **557** | **54,664.3** | **.9551** | **72** |
| 2051 | Bread, cake, & related products | 28 | 7 | 335.8 | 1.7451 | 89 |
| 2253 | Knit-outerwear mills | 22 | 9 | 159.8 | 5.0102 | 88 |
| 2311 | Men's & boys' suits & coats | 33 | 15 | 324.1 | 8.1606 | 92 |
| 2711 | Newspapers | 106 | 2 | 545.0 | 1.9533 | 83 |
| 2752 | Commercial lithographic printing | 120 | 4 | 238.3 | 1.0784 | 21 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 2759 | Commercial printing n.e.c. | 198 | 6 | 131.1 | .9699 | 68 |
| 2821 | Plastics materials & synthetic resins | 7 | 2 | 424.2 | 1.9059 | 96 |
| 2834 | Pharmaceutical preparations | 15 | 5 | 991.6 | 3.5879 | 96 |
| 2911 | Petroleum refining | 6 | 6 | 1,604.3 | 1.7057 | 100 |
| 3411 | Metal cans | 3 | 3 | 232.7 | 2.3256 | 100 |
| 3645 | Residential electric lighting fixtures | 16 | 4 | 62.1 | 4.0049 | 71 |
| 3714 | Motor-vehicle parts & accessories | 10 | 2 | 494.0 | .8267 | 94 |
| 3721 | Aircraft | 1 | 1 | 960.3 | 2.4274 | 100 |
| 3731 | Ship building & repairing | 2 | 1 | 298.0 | 4.3352 | 100 |
| 4011 | Line-haul-operating railroads | 14 | 5 | 1,954.4 | 8.0106 | 99 |
| 4111 | Local & suburban transit | 11 | 3 | 453.4 | 8.0583 | 99 |
| 4212 | Local trucking without storage | 130 | 2 | 347.7 | .7174 | 19 |
| 4213 | Nonlocal trucking | 64 | 6 | 386.4 | .6458 | 74 |
| 4412 | Deep-sea foreign transport of freight | 77 | 2 | 203.0 | 3.7965 | 18 |
| 4491 | Marine cargo handling | 30 | 7 | 177.5 | 6.3844 | 55 |
| 4953 | Refuse systems | 44 | 1 | 305.7 | 1.2692 | 73 |
| 4959 | Sanitary services n.e.c. | 1 | 1 | 155.0 | 23.3469 | 100 |
| 4961 | Steam & air-conditioning supply | 1 | 1 | 115.8 | 19.7106 | 100 |
| 6021 | National commercial banks | 13 | 8 | 2,131.5 | 1.7941 | 100 |
| 6036 | Nonfederal savings institutions | 129 | 3 | 1,504.2 | 1.4234 | 67 |
| 6211 | Security brokers & dealers | 116 | 9 | 1,475.0 | 1.1138 | 37 |
| 6311 | Life insurance | 18 | 8 | 3,722.2 | 3.1276 | 98 |
| 6331 | Fire, marine, & casualty insurance | 27 | 7 | 2,864.5 | 3.4090 | 97 |
| 6411 | Insurance agents, brokers, & service | 522 | 1 | 796.2 | .9118 | 8 |
| 6531 | Real-estate agents & managers | 715 | 2 | 444.3 | .5019 | 33 |
| 7011 | Hotels & motels | 69 | 14 | 169.6 | .3668 | 88 |
| 7231 | Beauty shops | 1,102 | | 111.4 | .7121 | 0 |
| 7311 | Advertising agencies | 174 | 3 | 592.9 | 1.3566 | 33 |
| 7349 | Building maintenance services n.e.c. | 175 | 1 | 32.9 | .4958 | 10 |
| 7381 | Detective & armored-car services | 86 | 1 | 47.6 | 2.0542 | 82 |
| 7389 | Business services n.e.c. | 299 | | 34.4 | .1519 | 0 |
| 8011 | Offices & clinics of medical doctors | 2,032 | 1 | 556.9 | .8267 | 0 |
| 8021 | Offices & clinics of dentists | 732 | | 146.3 | .5617 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 622 | | 63.4 | .6861 | 0 |
| 8059 | Nursing & personal care n.e.c. | 104 | 12 | 26.6 | .4047 | 72 |
| 8062 | General medical & surgical hospitals | 50 | 39 | 2,450.3 | 1.1557 | 99 |
| 8063 | Psychiatric hospitals | 4 | 4 | 263.0 | 2.5896 | 100 |
| 8069 | Nonpsychiatric specialty hospitals | 3 | 3 | 135.0 | 4.1490 | 100 |
| 8111 | Legal services | 1,877 | 22 | 1,059.2 | 1.7372 | 40 |
| 8211 | Elementary & secondary schools | 494 | 2 | 1,350.9 | 2.1663 | 79 |
| 8221 | Colleges & universities | 30 | 6 | 344.2 | .7356 | 89 |
| 8299 | Schools & educational services n.e.c. | 141 | | 85.4 | 1.3006 | 0 |
| 8322 | Individual & family social services | 512 | 2 | 59.3 | .4460 | 88 |
| 8351 | Child day-care services | 315 | | 63.0 | .8459 | 0 |
| 8641 | Civic & social associations | 335 | | 99.3 | .7828 | 0 |
| 8661 | Religious organizations | 1,315 | | 394.5 | .7304 | 0 |
| 8711 | Engineering services | 200 | 5 | 114.4 | .3677 | 58 |
| 8712 | Architectural services | 190 | 2 | 54.7 | .4382 | 42 |
| 8721 | Accounting, auditing, & bookkeeping | 319 | 7 | 272.4 | .9676 | 31 |
| 8741 | Management services | 142 | | 132.2 | 1.3742 | 0 |
| 8742 | Management consulting services | 135 | 2 | 174.1 | 1.9379 | 20 |
| 8744 | Facilities-support management services | 2 | 2 | 1,964.4 | 77.7765 | 100 |
| **Pike** | **All mfg. & svcs.** | **335** | **3** | **208.7** | **.0036** | **24** |
| **Potter** | **All mfg. & svcs.** | **298** | **3** | **244.7** | **.0043** | **31** |
| **Schuylkill** | **All mfg. & svcs.** | **2,097** | **59** | **2,211.7** | **.0386** | **54** |
| **Snyder** | **All mfg. & svcs.** | **434** | **14** | **601.6** | **.0105** | **56** |
| **Somerset** | **All mfg. & svcs.** | **1,000** | **16** | **905.2** | **.0158** | **28** |
| **Sullivan** | **All mfg. & svcs.** | **81** | **1** | **39.3** | **.0007** | **18** |
| **Susquehanna** | **All mfg. & svcs.** | **429** | **8** | **368.7** | **.0064** | **44** |
| **Tioga** | **All mfg. & svcs.** | **642** | **12** | **607.9** | **.0106** | **37** |
| **Union** | **All mfg. & svcs.** | **498** | **13** | **637.4** | **.0111** | **58** |
| **Venango** | **All mfg. & svcs.** | **840** | **18** | **2,107.7** | **.0368** | **68** |
| **Warren** | **All mfg. & svcs.** | **668** | **21** | **1,808.1** | **.0316** | **76** |
| **Washington** | **All mfg. & svcs.** | **2,799** | **42** | **3,130.5** | **.0547** | **46** |
| 7359 | Equipment rental & leasing n.e.c. | 6 | 1 | 100.3 | 1.0815 | 99 |
| 8062 | General medical & surgical hospitals | 3 | 2 | 138.0 | .0651 | 97 |
| 8661 | Religious organizations | 190 | | 76.0 | .1407 | 0 |
| **Wayne** | **All mfg. & svcs.** | **648** | **10** | **540.2** | **.0094** | **39** |
| **Westmoreland** | **All mfg. & svcs.** | **4,940** | **83** | **5,956.5** | **.1041** | **60** |
| 3563 | Air & gas compressors | 1 | 1 | 227.9 | 10.3704 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 1 | 895.9 | .9667 | 100 |
| 4213 | Nonlocal trucking | 24 | 1 | 189.9 | .3174 | 76 |
| 8062 | General medical & surgical hospitals | 8 | 5 | 271.2 | .1279 | 99 |
| 8211 | Elementary & secondary schools | 152 | | 76.4 | .1225 | 0 |
| **Wyoming** | **All mfg. & svcs.** | **282** | **5** | **1,145.2** | **.0200** | **84** |
| 2621 | Paper mills | 1 | 1 | 936.1 | 4.0746 | 100 |
| **York** | **All mfg. & svcs.** | **4,496** | **136** | **7,130.9** | **.1246** | **65** |
| 3531 | Construction machinery | 4 | 3 | 466.0 | 3.1311 | 99 |
| 3711 | Motor vehicles & passenger-car bodies | 1 | 1 | 536.0 | .5783 | 100 |
| 4911 | Electric services | 6 | 3 | 147.7 | .1014 | 85 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 8062 | General medical & surgical hospitals | 4 | 3 | 210.0 | .0990 | 100 |
| **STATE TOTAL** | **All mfg. & svcs.** | **174,460** | **3,802** | **269,592.3** | **4.7101** | **63** |

## RHODE ISLAND

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Bristol** | **All mfg. & svcs.** | **566** | **20** | **635.4** | **.0111** | **56** |
| **Kent** | **All mfg. & svcs.** | **2,236** | **44** | **11,574.6** | **.2022** | **89** |
| 3643 | Current-carrying wiring devices | 4 | 3 | 100.9 | 3.3414 | 98 |
| **Newport** | **All mfg. & svcs.** | **1,445** | **17** | **1,690.9** | **.0295** | **60** |
| 3699 | Electrical equipment & supplies n.e.c. | 2 | 1 | 682.6 | 3.6966 | 100 |
| **Providence** | **All mfg. & svcs.** | **10,051** | **320** | **17,742.8** | **.3100** | **60** |
| 2241 | Narrow-fabric weaving & braiding mills | 24 | 12 | 128.8 | 11.2460 | 87 |
| 2261 | Cotton-finishing plants | 11 | 5 | 95.0 | 5.1659 | 98 |
| 2711 | Newspapers | 31 | 4 | 141.5 | .5071 | 89 |
| 3089 | Plastics products n.e.c. | 62 | 5 | 191.8 | .5888 | 53 |
| 3357 | Nonferrous wiredrawing & insulating | 10 | 7 | 628.2 | 6.7177 | 98 |
| 3471 | Plating & polishing | 105 | 4 | 123.6 | 2.9610 | 17 |
| 3911 | Precious-metal jewelry | 136 | 21 | 770.6 | 15.6632 | 53 |
| 3915 | Jewelers' materials & lapidary work | 73 | 6 | 397.8 | 36.9256 | 61 |
| 3944 | Games, toys, & children's vehicles | 6 | 4 | 621.5 | 9.4270 | 98 |
| 3961 | Costume jewelry | 201 | 31 | 800.6 | 51.2745 | 70 |
| 6021 | National commercial banks | 6 | 6 | 896.5 | .7546 | 100 |
| 6036 | Nonfederal savings institutions | 17 | 6 | 618.9 | .5857 | 90 |
| 6331 | Fire, marine, & casualty insurance | 6 | 3 | 448.0 | .5332 | 96 |
| 6411 | Insurance agents, brokers, & service | 315 | | 192.2 | .2201 | 0 |
| 6531 | Real-estate agents & managers | 415 | | 179.1 | .2023 | 0 |
| 8011 | Offices & clinics of medical doctors | 679 | 1 | 200.0 | .2969 | 1 |
| 8062 | General medical & surgical hospitals | 17 | 13 | 916.2 | .4321 | 100 |
| 8111 | Legal services | 523 | 3 | 155.4 | .2549 | 23 |
| 8211 | Elementary & secondary schools | 166 | | 94.6 | .1517 | 0 |
| 8221 | Colleges & universities | 8 | 5 | 132.8 | .2838 | 96 |
| 8322 | Individual & family social services | 196 | | 29.6 | .2226 | 0 |
| 8641 | Civic & social associations | 178 | | 53.6 | .4226 | 0 |
| **Washington** | **All mfg. & svcs.** | **1,487** | **19** | **1,654.7** | **.0289** | **56** |
| 3731 | Ship building & repairing | 2 | 1 | 366.5 | 5.3317 | 100 |
| **STATE TOTAL** | **All mfg. & svcs.** | **15,785** | **420** | **33,298.4** | **.5818** | **70** |

## SOUTH CAROLINA

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Abbeville** | **All mfg. & svcs.** | **220** | **11** | **396.9** | **.0069** | **71** |
| **Aiken** | **All mfg. & svcs.** | **1,179** | **29** | **3,494.6** | **.0611** | **84** |
| 2262 | Synthetics- & silk-finishing plants | 2 | 2 | 282.2 | 9.3798 | 100 |
| 2819 | Industrial inorganic chemicals n.e.c. | 2 | 1 | 1,553.7 | 8.9519 | 100 |
| **Allendale** | **All mfg. & svcs.** | **134** | **4** | **225.1** | **.0039** | **65** |
| **Anderson** | **All mfg. & svcs.** | **1,616** | **55** | **2,768.3** | **.0484** | **72** |
| 2211 | Cotton-weaving mills | 9 | 9 | 168.9 | 2.9367 | 100 |
| 2221 | Synthetics- & silk-weaving mills | 11 | 10 | 348.4 | 5.4489 | 100 |
| **Bamberg** | **All mfg. & svcs.** | **199** | **7** | **181.5** | **.0032** | **29** |
| **Barnwell** | **All mfg. & svcs.** | **252** | **11** | **378.8** | **.0066** | **63** |
| **Beaufort** | **All mfg. & svcs.** | **1,443** | **14** | **1,067.8** | **.0187** | **21** |
| 7011 | Hotels & motels | 37 | 6 | 109.0 | .2358 | 93 |
| **Berkeley** | **All mfg. & svcs.** | **572** | **17** | **939.7** | **.0164** | **65** |
| **Calhoun** | **All mfg. & svcs.** | **104** | **2** | **246.6** | **.0043** | **16** |
| **Charleston** | **All mfg. & svcs.** | **4,822** | **65** | **5,867.2** | **.1025** | **58** |
| 7011 | Hotels & motels | 88 | 4 | 83.4 | .1804 | 35 |
| 8011 | Offices & clinics of medical doctors | 347 | | 96.5 | .1433 | 0 |
| 8062 | General medical & surgical hospitals | 13 | 8 | 490.0 | .2311 | 99 |
| 8661 | Religious organizations | 316 | | 94.8 | .1755 | 0 |
| **Cherokee** | **All mfg. & svcs.** | **478** | **17** | **647.9** | **.0113** | **65** |
| **Chester** | **All mfg. & svcs.** | **458** | **21** | **661.6** | **.0116** | **61** |
| 2211 | Cotton-weaving mills | 3 | 3 | 70.4 | 1.2241 | 100 |
| **Chesterfield** | **All mfg. & svcs.** | **490** | **28** | **853.0** | **.0149** | **67** |
| 2331 | Women's & misses' blouses & shirts | 1 | 1 | 4.0 | .0855 | 100 |
| **Clarendon** | **All mfg. & svcs.** | **281** | **7** | **174.4** | **.0030** | **44** |
| **Colleton** | **All mfg. & svcs.** | **304** | **12** | **378.3** | **.0066** | **50** |
| **Darlington** | **All mfg. & svcs.** | **682** | **18** | **1,181.4** | **.0206** | **64** |
| 2679 | Converted paper products n.e.c. | 1 | 1 | 203.9 | 2.9622 | 100 |
| **Dillon** | **All mfg. & svcs.** | **295** | **9** | **248.1** | **.0043** | **54** |
| **Dorchester** | **All mfg. & svcs.** | **692** | **8** | **629.3** | **.0110** | **44** |
| **Edgefield** | **All mfg. & svcs.** | **148** | **7** | **213.0** | **.0037** | **64** |
| **Fairfield** | **All mfg. & svcs.** | **208** | **7** | **332.7** | **.0058** | **64** |
| **Florence** | **All mfg. & svcs.** | **1,772** | **39** | **2,185.2** | **.0382** | **56** |
| 8661 | Religious organizations | 173 | | 51.9 | .0961 | 0 |
| **Georgetown** | **All mfg. & svcs.** | **636** | **8** | **646.0** | **.0113** | **52** |
| **Greenville** | **All mfg. & svcs.** | **4,518** | **160** | **8,317.3** | **.1453** | **63** |
| 2211 | Cotton-weaving mills | 10 | 9 | 96.4 | 1.6761 | 98 |

1987 S&MM Estimate

## SOUTH CAROLINA (Greenville, cont.)

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| 2221 | Synthetics- & silk-weaving mills | 11 | 8 | 252.6 | 3.9506 | 96 |
| 2824 | Noncellulosic manmade organic fibers | 2 | 2 | 340.6 | 4.8004 | 100 |
| 3011 | Tires & inner tubes | 3 | 2 | 242.1 | 3.0654 | 99 |
| 3552 | Textile machinery | 52 | 9 | 199.3 | 10.6361 | 77 |
| 3675 | Electronic capacitors | 1 | 1 | 106.9 | 6.9398 | 100 |
| *6719* | *Holding companies n.e.c.* | *2* | *1* | *12.0* | *.0789* | *50* |
| *8062* | *General medical & surgical hospitals* | *8* | *5* | *146.0* | *.0689* | *94* |
| *8661* | *Religious organizations* | *298* |  | *89.8* | *.1663* | *0* |
| **Greenwood** | **All mfg. & svcs.** | **868** | **29** | **1,182.6** | **.0207** | **66** |
| **Hampton** | **All mfg. & svcs.** | **220** | **5** | **361.5** | **.0063** | **41** |
| **Horry** | **All mfg. & svcs.** | **2,006** | **33** | **1,608.7** | **.0281** | **37** |
| *7011* | *Hotels & motels* | *278* | *9* | *130.1* | *.2814* | *37* |
| **Jasper** | **All mfg. & svcs.** | **196** | **2** | **159.2** | **.0028** | **30** |
| **Kershaw** | **All mfg. & svcs.** | **649** | **22** | **1,474.9** | **.0258** | **81** |
| 2824 | Noncellulosic manmade organic fibers | 1 | 1 | 356.2 | 5.0202 | 100 |
| **Lancaster** | **All mfg. & svcs.** | **577** | **11** | **949.1** | **.0166** | **69** |
| 2211 | Cotton-weaving mills | 3 | 3 | 195.0 | 3.3905 | 100 |
| **Laurens** | **All mfg. & svcs.** | **568** | **23** | **845.2** | **.0148** | **63** |
| 2211 | Cotton-weaving mills | 3 | 3 | 57.0 | .9911 | 100 |
| 2221 | Synthetics- & silk-weaving mills | 3 | 3 | 110.1 | 1.7220 | 100 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *124.0* | *.0585* | *100* |
| **Lee** | **All mfg. & svcs.** | **105** | **4** | **167.5** | **.0029** | **57** |
| **Lexington** | **All mfg. & svcs.** | **1,651** | **36** | **2,332.3** | **.0407** | **59** |
| **McCormick** | **All mfg. & svcs.** | **83** | **2** | **67.0** | **.0012** | **38** |
| **Marion** | **All mfg. & svcs.** | **437** | **17** | **606.4** | **.0106** | **62** |
| **Marlboro** | **All mfg. & svcs.** | **266** | **12** | **490.9** | **.0086** | **76** |
| **Newberry** | **All mfg. & svcs.** | **386** | **16** | **722.3** | **.0126** | **74** |
| **Oconee** | **All mfg. & svcs.** | **578** | **24** | **1,227.3** | **.0214** | **80** |
| **Orangeburg** | **All mfg. & svcs.** | **1,053** | **25** | **1,149.6** | **.0201** | **51** |
| **Pickens** | **All mfg. & svcs.** | **918** | **37** | **1,782.0** | **.0311** | **75** |
| 2211 | Cotton-weaving mills | 9 | 8 | 134.2 | 2.3334 | 100 |
| 2261 | Cotton-finishing plants | 1 | 1 | 95.1 | 5.1713 | 100 |
| **Richland** | **All mfg. & svcs.** | **4,870** | **89** | **7,303.3** | **.1276** | **59** |
| 2824 | Noncellulosic manmade organic fibers | 2 | 2 | 419.8 | 5.9166 | 100 |
| *6411* | *Insurance agents, brokers, & service* | *274* |  | *362.4* | *.4150* | *0* |
| *7379* | *Computer-related services n.e.c.* | *17* | *1* | *154.0* | *1.4970* | *97* |
| *8062* | *General medical & surgical hospitals* | *13* | *7* | *588.5* | *.2776* | *99* |
| *8221* | *Colleges & universities* | *8* | *5* | *162.0* | *.3462* | *95* |
| *8661* | *Religious organizations* | *275* |  | *82.7* | *.1531* | *0* |
| **Saluda** | **All mfg. & svcs.** | **126** | **5** | **176.9** | **.0031** | **66** |
| **Spartanburg** | **All mfg. & svcs.** | **2,581** | **104** | **4,299.9** | **.0751** | **61** |
| 2211 | Cotton-weaving mills | 15 | 12 | 329.7 | 5.7326 | 98 |
| 2824 | Noncellulosic manmade organic fibers | 3 | 2 | 226.3 | 3.1894 | 99 |
| *8062* | *General medical & surgical hospitals* | *4* | *2* | *172.0* | *.0811* | *97* |
| **Sumter** | **All mfg. & svcs.** | **838** | **29** | **1,300.3** | **.0227** | **61** |
| **Union** | **All mfg. & svcs.** | **295** | **14** | **466.6** | **.0082** | **67** |
| **Williamsburg** | **All mfg. & svcs.** | **349** | **9** | **851.2** | **.0149** | **77** |
| 3842 | Surgical appliances & supplies | 1 | 1 | 407.3 | 5.4154 | 100 |
| **York** | **All mfg. & svcs.** | **1,585** | **35** | **2,098.1** | **.0367** | **61** |
| 2823 | Cellulosic manmade fibers | 2 | 2 | 148.7 | 6.5400 | 100 |
| **STATE TOTAL** | **All mfg. & svcs.** | **42,708** | **1,139** | **63,657.5** | **1.1122** | **62** |

## SOUTH DAKOTA

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Aurora** | **All mfg. & svcs.** | **42** |  | **26.8** | **.0005** | **0** |
| **Beadle** | **All mfg. & svcs.** | **345** | **3** | **307.7** | **.0054** | **31** |
| **Bennett** | **All mfg. & svcs.** | **54** |  | **27.7** | **.0005** | **0** |
| **Bon Homme** | **All mfg. & svcs.** | **121** | **1** | **84.1** | **.0015** | **31** |
| **Brookings** | **All mfg. & svcs.** | **418** | **7** | **507.0** | **.0089** | **46** |
| **Brown** | **All mfg. & svcs.** | **689** | **13** | **745.8** | **.0130** | **33** |
| **Brule** | **All mfg. & svcs.** | **108** | **1** | **50.6** | **.0009** | **12** |
| **Buffalo** | **All mfg. & svcs.** | **6** |  | **2.9** | **.0001** | **0** |
| **Butte** | **All mfg. & svcs.** | **190** | **1** | **111.3** | **.0019** | **9** |
| **Campbell** | **All mfg. & svcs.** | **12** |  | **23.5** | **.0004** | **0** |
| **Charles Mix** | **All mfg. & svcs.** | **158** |  | **56.9** | **.0010** | **0** |
| **Clark** | **All mfg. & svcs.** | **64** |  | **33.3** | **.0006** | **0** |
| **Clay** | **All mfg. & svcs.** | **203** | **1** | **101.8** | **.0018** | **9** |
| **Codington** | **All mfg. & svcs.** | **397** | **5** | **336.9** | **.0059** | **20** |
| **Corson** | **All mfg. & svcs.** | **26** |  | **12.9** | **.0002** | **0** |
| **Custer** | **All mfg. & svcs.** | **138** |  | **69.4** | **.0012** | **0** |
| **Davison** | **All mfg. & svcs.** | **391** | **4** | **308.6** | **.0054** | **24** |
| **Day** | **All mfg. & svcs.** | **90** | **1** | **72.3** | **.0013** | **18** |
| **Deuel** | **All mfg. & svcs.** | **88** |  | **56.9** | **.0010** | **0** |
| **Dewey** | **All mfg. & svcs.** | **29** |  | **34.0** | **.0006** | **0** |
| **Douglas** | **All mfg. & svcs.** | **83** |  | **42.8** | **.0007** | **0** |
| **Edmunds** | **All mfg. & svcs.** | **59** |  | **38.4** | **.0007** | **0** |
| **Fall River** | **All mfg. & svcs.** | **169** | **1** | **80.2** | **.0014** | **1** |
| **Faulk** | **All mfg. & svcs.** | **57** |  | **30.9** | **.0005** | **0** |
| **Grant** | **All mfg. & svcs.** | **147** | **3** | **301.4** | **.0053** | **58** |
| **Gregory** | **All mfg. & svcs.** | **105** |  | **73.9** | **.0013** | **0** |
| **Haakon** | **All mfg. & svcs.** | **66** |  | **45.9** | **.0008** | **0** |
| **Hamlin** | **All mfg. & svcs.** | **72** |  | **40.6** | **.0007** | **0** |
| **Hand** | **All mfg. & svcs.** | **70** |  | **64.4** | **.0011** | **0** |
| **Hanson** | **All mfg. & svcs.** | **33** |  | **23.3** | **.0004** | **0** |
| **Harding** | **All mfg. & svcs.** | **26** |  | **10.2** | **.0002** | **0** |
| **Hughes** | **All mfg. & svcs.** | **317** |  | **186.2** | **.0033** | **0** |
| **Hutchinson** | **All mfg. & svcs.** | **166** | **2** | **149.8** | **.0026** | **18** |
| **Hyde** | **All mfg. & svcs.** | **39** |  | **24.4** | **.0004** | **0** |
| **Jackson** | **All mfg. & svcs.** | **54** |  | **22.5** | **.0004** | **0** |
| **Jerauld** | **All mfg. & svcs.** | **45** |  | **31.6** | **.0006** | **0** |
| **Jones** | **All mfg. & svcs.** | **41** |  | **26.7** | **.0005** | **0** |
| **Kingsbury** | **All mfg. & svcs.** | **139** |  | **114.6** | **.0020** | **0** |
| **Lake** | **All mfg. & svcs.** | **172** | **4** | **216.5** | **.0038** | **38** |
| **Lawrence** | **All mfg. & svcs.** | **395** | **4** | **218.3** | **.0038** | **16** |
| **Lincoln** | **All mfg. & svcs.** | **191** | **5** | **1,281.7** | **.0224** | **84** |
| 2013 | Sausages & other prepared meats | 1 | 1 | 910.1 | 5.4525 | 100 |
| **Lyman** | **All mfg. & svcs.** | **57** |  | **41.0** | **.0007** | **0** |
| **McCook** | **All mfg. & svcs.** | **111** | **1** | **64.1** | **.0011** | **12** |
| **McPherson** | **All mfg. & svcs.** | **51** |  | **43.4** | **.0008** | **0** |
| **Marshall** | **All mfg. & svcs.** | **78** |  | **64.4** | **.0011** | **0** |
| **Meade** | **All mfg. & svcs.** | **241** | **2** | **185.3** | **.0032** | **26** |
| **Mellette** | **All mfg. & svcs.** | **23** |  | **11.8** | **.0002** | **0** |
| **Miner** | **All mfg. & svcs.** | **48** |  | **37.8** | **.0007** | **0** |
| **Minnehaha** | **All mfg. & svcs.** | **2,184** | **34** | **2,715.4** | **.0474** | **40** |
| *4213* | *Nonlocal trucking* | *53* | *3* | *258.2* | *.4316* | *73* |
| **Moody** | **All mfg. & svcs.** | **80** |  | **60.1** | **.0011** | **0** |
| **Pennington** | **All mfg. & svcs.** | **1,635** | **13** | **1,396.5** | **.0244** | **31** |
| **Perkins** | **All mfg. & svcs.** | **111** |  | **94.5** | **.0017** | **0** |
| **Potter** | **All mfg. & svcs.** | **83** |  | **60.4** | **.0011** | **0** |
| **Roberts** | **All mfg. & svcs.** | **144** |  | **67.8** | **.0012** | **0** |
| **Sanborn** | **All mfg. & svcs.** | **22** |  | **16.1** | **.0003** | **0** |
| **Shannon** | **All mfg. & svcs.** | **44** |  | **10.9** | **.0002** | **0** |
| **Spink** | **All mfg. & svcs.** | **113** |  | **100.2** | **.0018** | **0** |
| **Stanley** | **All mfg. & svcs.** | **39** |  | **35.0** | **.0006** | **0** |
| **Sully** | **All mfg. & svcs.** | **34** |  | **22.3** | **.0004** | **0** |
| **Todd** | **All mfg. & svcs.** | **36** |  | **24.8** | **.0004** | **0** |
| **Tripp** | **All mfg. & svcs.** | **126** |  | **56.8** | **.0010** | **0** |
| **Turner** | **All mfg. & svcs.** | **128** |  | **76.8** | **.0013** | **0** |
| **Union** | **All mfg. & svcs.** | **179** | **3** | **291.1** | **.0051** | **56** |
| **Walworth** | **All mfg. & svcs.** | **147** | **1** | **74.5** | **.0013** | **1** |
| **Yankton** | **All mfg. & svcs.** | **362** | **9** | **359.8** | **.0063** | **42** |
| **STATE TOTAL** | **All mfg. & svcs.** | **12,091** | **119** | **11,905.5** | **.2080** | **34** |

## TENNESSEE

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Anderson** | **All mfg. & svcs.** | **912** | **16** | **2,142.5** | **.0374** | **77** |
| *8731* | *Commercial physical research* | *4* | *1* | *1,284.7* | *12.5068* | *100* |
| **Bedford** | **All mfg. & svcs.** | **350** | **12** | **539.9** | **.0094** | **59** |
| **Benton** | **All mfg. & svcs.** | **198** | **2** | **116.0** | **.0020** | **14** |
| **Bledsoe** | **All mfg. & svcs.** | **89** | **4** | **71.7** | **.0013** | **53** |
| **Blount** | **All mfg. & svcs.** | **844** | **13** | **1,414.8** | **.0247** | **67** |
| 3334 | Primary aluminum | 1 | 1 | 562.3 | 10.3962 | 100 |
| 3353 | Aluminum sheet, plate, & foil | 1 | 1 | 130.1 | 2.1968 | 100 |
| **Bradley** | **All mfg. & svcs.** | **992** | **33** | **1,725.6** | **.0301** | **63** |
| 3631 | Household cooking equipment | 2 | 2 | 288.3 | 8.2090 | 100 |
| **Campbell** | **All mfg. & svcs.** | **342** | **13** | **1,170.3** | **.0204** | **86** |
| **Cannon** | **All mfg. & svcs.** | **113** | **2** | **109.7** | **.0019** | **53** |
| **Carroll** | **All mfg. & svcs.** | **322** | **10** | **716.8** | **.0125** | **73** |
| **Carter** | **All mfg. & svcs.** | **336** | **13** | **497.1** | **.0087** | **65** |
| **Cheatham** | **All mfg. & svcs.** | **147** | **1** | **222.7** | **.0039** | **59** |
| **Chester** | **All mfg. & svcs.** | **132** | **1** | **77.8** | **.0014** | **15** |
| **Claiborne** | **All mfg. & svcs.** | **101** | **7** | **213.6** | **.0037** | **50** |
| **Clay** | **All mfg. & svcs.** | **72** | **2** | **101.5** | **.0018** | **59** |
| **Cocke** | **All mfg. & svcs.** | **292** | **8** | **455.8** | **.0080** | **56** |
| **Coffee** | **All mfg. & svcs.** | **668** | **15** | **690.5** | **.0121** | **46** |
| **Crockett** | **All mfg. & svcs.** | **59** | **5** | **124.8** | **.0022** | **44** |
| **Cumberland** | **All mfg. & svcs.** | **334** | **9** | **312.5** | **.0055** | **41** |
| **Davidson** | **All mfg. & svcs.** | **9,460** | **186** | **15,849.7** | **.2769** | **63** |
| 2711 | Newspapers | 16 | 2 | 129.6 | .4645 | 98 |
| 2731 | Book publishing | 19 | 5 | 277.9 | 2.0414 | 93 |
| 2759 | Commercial printing n.e.c. | 76 | 6 | 77.9 | .5763 | 70 |
| 3728 | Aircraft parts & equipment n.e.c. | 2 | 1 | 446.5 | 3.0462 | 100 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| *4213* | *Nonlocal trucking* | *133* | *7* | *303.1* | *.5066* | *31* |
| *6021* | *National commercial banks* | *6* | *4* | *696.0* | *.5858* | *100* |
| *6311* | *Life insurance* | *10* | *4* | *1,883.1* | *1.5823* | *99* |
| *6411* | *Insurance agents, brokers, & service* | *471* | *1* | *427.3* | *.4893* | *2* |
| *6531* | *Real-estate agents & managers* | *451* | *1* | *248.1* | *.2803* | *5* |
| *7011* | *Hotels & motels* | *137* | *7* | *194.3* | *.4203* | *57* |
| *7389* | *Business services n.e.c.* | *244* | *1* | *108.3* | *.4782* | *14* |
| *8011* | *Offices & clinics of medical doctors* | *620* | *1* | *488.8* | *.7256* | *65* |
| *8062* | *General medical & surgical hospitals* | *23* | *14* | *768.6* | *.3625* | *98* |
| *8211* | *Elementary & secondary schools* | *169* |  | *97.9* | *.1570* | *0* |
| *8322* | *Individual & family social services* | *147* |  | *59.0* | *.4437* | *0* |
| *8661* | *Religious organizations* | *663* | *1* | *210.3* | *.3894* | *5* |
| *8711* | *Engineering services* | *89* | *3* | *117.9* | *.3790* | *50* |
| **Decatur** | **All mfg. & svcs.** | **132** | **5** | **165.2** | **.0029** | **40** |
| *6022* | *State commercial banks* | *3* | *1* | *13.0* | *.0156* | *31* |
| **De Kalb** | **All mfg. & svcs.** | **193** | **7** | **248.5** | **.0043** | **48** |
| **Dickson** | **All mfg. & svcs.** | **384** | **6** | **318.0** | **.0056** | **39** |
| **Dyer** | **All mfg. & svcs.** | **444** | **9** | **459.4** | **.0080** | **49** |
| **Fayette** | **All mfg. & svcs.** | **190** | **5** | **177.8** | **.0031** | **41** |
| **Fentress** | **All mfg. & svcs.** | **178** | **5** | **143.8** | **.0025** | **40** |
| **Franklin** | **All mfg. & svcs.** | **373** | **9** | **274.5** | **.0048** | **37** |
| **Gibson** | **All mfg. & svcs.** | **584** | **27** | **1,078.5** | **.0188** | **61** |
| **Giles** | **All mfg. & svcs.** | **276** | **10** | **415.7** | **.0073** | **57** |
| **Grainger** | **All mfg. & svcs.** | **87** | **4** | **87.7** | **.0015** | **49** |
| **Greene** | **All mfg. & svcs.** | **514** | **19** | **1,458.0** | **.0255** | **80** |
| 3651 | Household audio & video equipment | 1 | 1 | 378.8 | 3.8683 | 100 |
| **Grundy** | **All mfg. & svcs.** | **126** | **3** | **88.4** | **.0015** | **45** |
| **Hamblen** | **All mfg. & svcs.** | **727** | **24** | **1,329.7** | **.0232** | **68** |
| 2823 | Cellulosic manmade fibers | 1 | 1 | 278.8 | 12.2620 | 100 |
| **Hamilton** | **All mfg. & svcs.** | **4,595** | **121** | **10,615.8** | **.1855** | **74** |
| 3443 | Fabricated plate work (boiler shops) | 8 | 5 | 188.2 | 2.3342 | 94 |
| 3494 | Valves & pipe fittings n.e.c. | 2 | 2 | 174.1 | 3.8580 | 100 |
| *4911* | *Electric services* | *7* | *3* | *1,044.3* | *.7172* | *98* |
| *6324* | *Hospital & medical service plans* | *2* | *2* | *2,178.7* | *14.8711* | *100* |
| *7011* | *Hotels & motels* | *64* | *4* | *51.4* | *.1112* | *22* |
| *8062* | *General medical & surgical hospitals* | *12* | *8* | *332.2* | *.1567* | *99* |
| *8211* | *Elementary & secondary schools* | *128* |  | *74.6* | *.1196* | *0* |
| *8661* | *Religious organizations* | *437* |  | *175.0* | *.3240* | *0* |
| **Hancock** | **All mfg. & svcs.** | **45** |  | **25.2** | **.0004** | **0** |
| **Hardeman** | **All mfg. & svcs.** | **236** | **8** | **419.9** | **.0073** | **64** |
| **Hardin** | **All mfg. & svcs.** | **239** | **7** | **452.9** | **.0079** | **65** |
| **Hawkins** | **All mfg. & svcs.** | **308** | **7** | **619.5** | **.0108** | **76** |
| **Haywood** | **All mfg. & svcs.** | **202** | **7** | **331.8** | **.0058** | **55** |
| **Henderson** | **All mfg. & svcs.** | **116** | **8** | **429.5** | **.0075** | **78** |
| **Henry** | **All mfg. & svcs.** | **364** | **10** | **492.7** | **.0086** | **58** |
| **Hickman** | **All mfg. & svcs.** | **138** | **3** | **141.5** | **.0025** | **41** |
| **Houston** | **All mfg. & svcs.** | **102** | **2** | **59.8** | **.0010** | **28** |
| **Humphreys** | **All mfg. & svcs.** | **189** | **7** | **429.1** | **.0075** | **78** |
| **Jackson** | **All mfg. & svcs.** | **99** | **4** | **154.3** | **.0027** | **38** |
| **Jefferson** | **All mfg. & svcs.** | **362** | **10** | **582.8** | **.0102** | **66** |
| **Johnson** | **All mfg. & svcs.** | **81** | **4** | **176.8** | **.0031** | **76** |
| **Knox** | **All mfg. & svcs.** | **4,862** | **88** | **6,741.0** | **.1178** | **58** |
| 2254 | Knit-underwear mills | 2 | 1 | 66.8 | 6.7359 | 100 |
| 2325 | Men's & boys' trousers & slacks | 2 | 2 | 188.0 | 4.8609 | 100 |
| 3732 | Boat building & repairing | 4 | 1 | 151.8 | 3.0219 | 95 |
| *4911* | *Electric services* | *2* | *2* | *794.2* | *.5454* | *100* |
| *8011* | *Offices & clinics of medical doctors* | *298* |  | *121.9* | *.1810* | *0* |
| *8062* | *General medical & surgical hospitals* | *7* | *5* | *255.7* | *.1206* | *100* |
| *8221* | *Colleges & universities* | *6* | *1* | *128.8* | *.2752* | *92* |
| *8351* | *Child day-care services* | *172* |  | *34.3* | *.4605* | *0* |
| *8661* | *Religious organizations* | *383* |  | *114.9* | *.2127* | *0* |
| **Lake** | **All mfg. & svcs.** | **91** | **3** | **148.5** | **.0026** | **20** |
| **Lauderdale** | **All mfg. & svcs.** | **232** | **12** | **470.9** | **.0082** | **49** |
| **Lawrence** | **All mfg. & svcs.** | **426** | **6** | **682.0** | **.0119** | **63** |
| 3751 | Motorcycles, bicycles, & parts | 1 | 1 | 345.8 | 26.9546 | 100 |
| **Lewis** | **All mfg. & svcs.** | **106** | **2** | **117.0** | **.0020** | **51** |
| **Lincoln** | **All mfg. & svcs.** | **356** | **8** | **491.9** | **.0086** | **58** |
| **Loudon** | **All mfg. & svcs.** | **358** | **13** | **818.7** | **.0143** | **75** |
| **McMinn** | **All mfg. & svcs.** | **487** | **21** | **1,020.3** | **.0178** | **73** |
| **McNairy** | **All mfg. & svcs.** | **223** | **7** | **1,004.6** | **.0176** | **86** |
| **Macon** | **All mfg. & svcs.** | **153** | **4** | **169.4** | **.0030** | **30** |
| **Madison** | **All mfg. & svcs.** | **1,259** | **26** | **1,897.6** | **.0332** | **61** |
| 2096 | Potato chips & similar snacks | 1 | 1 | 426.4 | 8.3189 | 100 |
| **Marion** | **All mfg. & svcs.** | **219** | **7** | **214.4** | **.0037** | **43** |
| **Marshall** | **All mfg. & svcs.** | **272** | **11** | **657.9** | **.0115** | **71** |
| **Maury** | **All mfg. & svcs.** | **798** | **16** | **949.2** | **.0166** | **50** |
| **Meigs** | **All mfg. & svcs.** | **46** | **3** | **78.7** | **.0014** | **70** |
| **Monroe** | **All mfg. & svcs.** | **290** | **9** | **337.3** | **.0059** | **41** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Montgomery** | **All mfg. & svcs.** | **884** | **15** | **889.8** | **.0155** | **55** |
| **Moore** | **All mfg. & svcs.** | **29** | **1** | **168.7** | **.0029** | **88** |
| **Morgan** | **All mfg. & svcs.** | **116** | **2** | **97.4** | **.0017** | **27** |
| **Obion** | **All mfg. & svcs.** | **415** | **11** | **872.1** | **.0152** | **70** |
| **Overton** | **All mfg. & svcs.** | **220** | **4** | **145.9** | **.0025** | **32** |
| **Perry** | **All mfg. & svcs.** | **71** | **4** | **168.5** | **.0029** | **77** |
| **Pickett** | **All mfg. & svcs.** | **57** | **2** | **61.8** | **.0011** | **58** |
| **Polk** | **All mfg. & svcs.** | **93** | **4** | **268.5** | **.0047** | **69** |
| **Putnam** | **All mfg. & svcs.** | **757** | **19** | **860.6** | **.0150** | **42** |
| **Rhea** | **All mfg. & svcs.** | **277** | **11** | **382.0** | **.0067** | **62** |
| **Roane** | **All mfg. & svcs.** | **552** | **10** | **629.5** | **.0110** | **55** |
| **Robertson** | **All mfg. & svcs.** | **374** | **7** | **528.1** | **.0092** | **37** |
| **Rutherford** | **All mfg. & svcs.** | **1,203** | **37** | **2,900.8** | **.0507** | **77** |
| **Scott** | **All mfg. & svcs.** | **144** | **2** | **121.0** | **.0021** | **33** |
| **Sequatchie** | **All mfg. & svcs.** | **92** | **2** | **78.4** | **.0014** | **21** |
| **Sevier** | **All mfg. & svcs.** | **574** | **11** | **455.6** | **.0080** | **32** |
| **Shelby** | **All mfg. & svcs.** | **10,796** | **233** | **24,085.5** | **.4208** | **51** |
| 2679 | Converted paper products n.e.c. | 6 | 1 | 166.3 | 2.4160 | 93 |
| 2834 | Pharmaceutical preparations | 6 | 2 | 572.1 | 2.0700 | 99 |
| *4213* | *Nonlocal trucking* | *163* | *5* | *351.4* | *.5873* | *18* |
| *4731* | *Arrangement of freight transportation* | *53* | *1* | *2,688.6* | *17.5095* | *98* |
| *6411* | *Insurance agents, brokers, & service* | *556* | *1* | *335.8* | *.3846* | *10* |
| *6531* | *Real-estate agents & managers* | *478* | *1* | *472.5* | *.5338* | *2* |
| *6712* | *Bank-holding companies* | *2* | *2* | *192.2* | *3.5776* | *100* |
| *7011* | *Hotels & motels* | *92* | *12* | *128.2* | *.2773* | *57* |
| *7231* | *Beauty shops* | *486* |  | *92.2* | *.5894* | *0* |
| *7382* | *Security-systems services* | *1* | *1* | *48.6* | *18.6564* | *100* |
| *7389* | *Business services n.e.c.* | *174* | *2* | *71.1* | *.3139* | *27* |
| *7538* | *General automotive repair shops* | *284* |  | *136.1* | *.5835* | *0* |
| *8011* | *Offices & clinics of medical doctors* | *751* |  | *354.4* | *.5261* | *0* |
| *8062* | *General medical & surgical hospitals* | *22* | *13* | *955.6* | *.4507* | *99* |
| *8211* | *Elementary & secondary schools* | *259* | *2* | *663.5* | *1.0640* | *76* |
| *8221* | *Colleges & universities* | *12* | *4* | *113.7* | *.2430* | *91* |
| *8351* | *Child day-care services* | *210* |  | *41.9* | *.5626* | *0* |
| *8661* | *Religious organizations* | *959* | *1* | *387.8* | *.7180* | *1* |
| **Smith** | **All mfg. & svcs.** | **161** | **4** | **230.0** | **.0040** | **39** |
| **Stewart** | **All mfg. & svcs.** | **42** | **2** | **561.8** | **.0098** | **96** |
| **Sullivan** | **All mfg. & svcs.** | **1,827** | **37** | **3,916.9** | **.0684** | **74** |
| 2732 | Book printing | 3 | 2 | 263.2 | 7.3624 | 99 |
| 2823 | Cellulosic manmade fibers | 1 | 1 | 1,346.7 | 59.2294 | 100 |
| *4813* | *Nonradio telephone communications* | *7* | *2* | *368.7* | *.3719* | *91* |
| *8062* | *General medical & surgical hospitals* | *5* | *3* | *222.4* | *.1049* | *99* |
| **Sumner** | **All mfg. & svcs.** | **1,144** | **22** | **1,447.1** | **.0253** | **56** |
| **Tipton** | **All mfg. & svcs.** | **326** | **10** | **326.0** | **.0057** | **40** |
| **Trousdale** | **All mfg. & svcs.** | **70** | **6** | **169.0** | **.0030** | **62** |
| **Unicoi** | **All mfg. & svcs.** | **160** | **7** | **241.7** | **.0042** | **64** |
| **Union** | **All mfg. & svcs.** | **68** | **3** | **143.1** | **.0025** | **69** |
| **Van Buren** | **All mfg. & svcs.** | **21** | **3** | **43.1** | **.0008** | **57** |
| **Warren** | **All mfg. & svcs.** | **392** | **15** | **874.6** | **.0153** | **70** |
| **Washington** | **All mfg. & svcs.** | **1,256** | **33** | **1,723.1** | **.0301** | **61** |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *145.0* | *.0684* | *99* |
| **Wayne** | **All mfg. & svcs.** | **41** | **9** | **171.7** | **.0030** | **87** |
| **Weakley** | **All mfg. & svcs.** | **319** | **10** | **408.6** | **.0071** | **57** |
| **White** | **All mfg. & svcs.** | **207** | **7** | **259.8** | **.0045** | **65** |
| **Williamson** | **All mfg. & svcs.** | **940** | **15** | **1,162.3** | **.0203** | **43** |
| **Wilson** | **All mfg. & svcs.** | **496** | **14** | **1,400.8** | **.0245** | **77** |
| **STATE TOTAL** | **All mfg. & svcs.** | **61,349** | **1,491** | **109,323.3** | **1.9100** | **62** |

## TEXAS

| County<br>SIC | Industry | Establishments<br>Total | <br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Anderson** | **All mfg. & svcs.** | **487** | **7** | **714.0** | **.0125** | **60** |
| **Andrews** | **All mfg. & svcs.** | **234** | **2** | **243.0** | **.0042** | **27** |
| **Angelina** | **All mfg. & svcs.** | **1,019** | **22** | **1,280.0** | **.0224** | **59** |
| 3566 | Speed changers, drives, & gears | 1 | 1 | 83.9 | 7.1691 | 100 |
| **Aransas** | **All mfg. & svcs.** | **309** |  | **145.5** | **.0025** | **0** |
| **Archer** | **All mfg. & svcs.** | **78** |  | **50.8** | **.0009** | **0** |
| **Armstrong** | **All mfg. & svcs.** | **31** |  | **31.3** | **.0005** | **0** |
| **Atascosa** | **All mfg. & svcs.** | **252** | **1** | **245.7** | **.0043** | **36** |
| **Austin** | **All mfg. & svcs.** | **238** | **1** | **330.2** | **.0058** | **6** |
| **Bailey** | **All mfg. & svcs.** | **132** | **1** | **127.8** | **.0022** | **6** |
| **Bandera** | **All mfg. & svcs.** | **145** |  | **85.4** | **.0015** | **0** |
| **Bastrop** | **All mfg. & svcs.** | **346** | **2** | **206.5** | **.0036** | **11** |
| **Baylor** | **All mfg. & svcs.** | **108** |  | **75.4** | **.0013** | **0** |
| **Bee** | **All mfg. & svcs.** | **320** | **2** | **193.3** | **.0034** | **8** |
| **Bell** | **All mfg. & svcs.** | **2,307** | **28** | **2,287.3** | **.0400** | **43** |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *288.0* | *.1358* | *100* |
| **Bexar** | **All mfg. & svcs.** | **15,012** | **225** | **18,059.1** | **.3155** | **54** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **TEXAS** (Bexar, cont.) | | | | | | |
| 2339 | Women's & misses' outerwear n.e.c. | 3 | 1 | 143.5 | 4.3625 | 98 |
| 2911 | Petroleum refining | 7 | 3 | 304.1 | .3233 | 64 |
| 4213 | Nonlocal trucking | 72 | 4 | 195.2 | .3263 | 45 |
| 6021 | National commercial banks | 20 | 9 | 602.8 | .5074 | 84 |
| 6022 | State commercial banks | 15 | 3 | 248.4 | .2989 | 36 |
| 6331 | Fire, marine, & casualty insurance | 7 | 2 | 492.5 | .5861 | 95 |
| 6411 | Insurance agents, brokers, & service | 763 | | 309.5 | .3544 | 0 |
| 6531 | Real-estate agents & managers | 832 | 1 | 291.4 | .3292 | 11 |
| 6552 | Land subdividers & developers n.e.c. | 171 | 3 | 118.7 | 1.0299 | 51 |
| 7011 | Hotels & motels | 155 | 9 | 157.8 | .3413 | 36 |
| 7231 | Beauty shops | 549 | | 55.9 | .3573 | 0 |
| 7389 | Business services n.e.c. | 258 | | 152.7 | .6742 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,109 | | 316.0 | .4691 | 0 |
| 8062 | General medical & surgical hospitals | 27 | 17 | 1,245.2 | .5873 | 98 |
| 8111 | Legal services | 689 | 3 | 195.4 | .3205 | 15 |
| 8211 | Elementary & secondary schools | 356 | | 222.8 | .3573 | 0 |
| 8221 | Colleges & universities | 11 | 7 | 405.8 | .8672 | 98 |
| 8322 | Individual & family social services | 224 | | 117.4 | .8829 | 0 |
| 8351 | Child day-care services | 340 | | 68.0 | .9130 | 0 |
| 8661 | Religious organizations | 428 | | 171.2 | .3170 | 0 |
| 8721 | Accounting, auditing, & bookkeeping | 290 | 2 | 117.0 | .4156 | 20 |
| 8731 | Commercial physical research | 16 | 2 | 60.9 | .5929 | 89 |
| **Blanco** | **All mfg. & svcs.** | **126** | **1** | **214.8** | **.0038** | **60** |
| **Borden** | **All mfg. & svcs.** | **5** | | **1.1** | **.0000** | **0** |
| **Bosque** | **All mfg. & svcs.** | **238** | **5** | **166.5** | **.0029** | **25** |
| **Bowie** | **All mfg. & svcs.** | **1,270** | **19** | **1,369.4** | **.0239** | **44** |
| 3483 | Ammunition, except small-arms, n.e.c. | 3 | 2 | 90.9 | 3.3717 | 93 |
| **Brazoria** | **All mfg. & svcs.** | **2,247** | **24** | **6,707.5** | **.1172** | **80** |
| 2869 | Industrial organic chemicals n.e.c. | 4 | 4 | 3,517.5 | 13.9632 | 100 |
| 3841 | Surgical & medical instruments | 2 | 2 | 53.9 | .9586 | 100 |
| 8661 | Religious organizations | 157 | | 47.1 | .0872 | 0 |
| **Brazos** | **All mfg. & svcs.** | **1,448** | **10** | **1,194.3** | **.0209** | **31** |
| **Brewster** | **All mfg. & svcs.** | **167** | | **79.4** | **.0014** | **0** |
| **Briscoe** | **All mfg. & svcs.** | **31** | | **17.2** | **.0003** | **0** |
| **Brooks** | **All mfg. & svcs.** | **95** | | **71.8** | **.0013** | **0** |
| **Brown** | **All mfg. & svcs.** | **340** | **8** | **397.1** | **.0069** | **41** |
| **Burleson** | **All mfg. & svcs.** | **143** | **2** | **78.8** | **.0014** | **12** |
| **Burnet** | **All mfg. & svcs.** | **486** | **2** | **267.3** | **.0047** | **4** |
| **Caldwell** | **All mfg. & svcs.** | **316** | **4** | **176.3** | **.0031** | **16** |
| **Calhoun** | **All mfg. & svcs.** | **332** | **7** | **1,224.0** | **.0214** | **76** |
| **Callahan** | **All mfg. & svcs.** | **157** | | **70.7** | **.0012** | **0** |
| **Cameron** | **All mfg. & svcs.** | **2,768** | **38** | **2,836.1** | **.0496** | **40** |
| 7011 | Hotels & motels | 95 | 1 | 63.2 | .1367 | 5 |
| **Camp** | **All mfg. & svcs.** | **125** | **1** | **126.7** | **.0022** | **33** |
| **Carson** | **All mfg. & svcs.** | **105** | | **78.8** | **.0014** | **0** |
| **Cass** | **All mfg. & svcs.** | **349** | **3** | **232.0** | **.0041** | **9** |
| **Castro** | **All mfg. & svcs.** | **132** | **1** | **124.4** | **.0022** | **34** |
| **Chambers** | **All mfg. & svcs.** | **229** | **1** | **252.7** | **.0044** | **5** |
| **Cherokee** | **All mfg. & svcs.** | **568** | **10** | **682.3** | **.0119** | **34** |
| **Childress** | **All mfg. & svcs.** | **146** | **2** | **271.8** | **.0047** | **58** |
| **Clay** | **All mfg. & svcs.** | **94** | **1** | **83.2** | **.0015** | **22** |
| **Cochran** | **All mfg. & svcs.** | **60** | | **51.5** | **.0009** | **0** |
| **Coke** | **All mfg. & svcs.** | **45** | **1** | **54.3** | **.0009** | **9** |
| **Coleman** | **All mfg. & svcs.** | **190** | **1** | **120.2** | **.0021** | **9** |
| **Collin** | **All mfg. & svcs.** | **2,394** | **30** | **2,799.3** | **.0489** | **51** |
| **Collingsworth** | **All mfg. & svcs.** | **75** | | **57.7** | **.0010** | **0** |
| **Colorado** | **All mfg. & svcs.** | **316** | **1** | **291.7** | **.0051** | **12** |
| **Comal** | **All mfg. & svcs.** | **673** | **13** | **653.5** | **.0114** | **47** |
| **Comanche** | **All mfg. & svcs.** | **200** | **2** | **186.3** | **.0033** | **32** |
| **Concho** | **All mfg. & svcs.** | **31** | | **14.2** | **.0002** | **0** |
| **Cooke** | **All mfg. & svcs.** | **503** | **7** | **397.0** | **.0069** | **13** |
| **Coryell** | **All mfg. & svcs.** | **442** | **1** | **215.7** | **.0038** | **3** |
| **Cottle** | **All mfg. & svcs.** | **46** | | **23.4** | **.0004** | **0** |
| **Crane** | **All mfg. & svcs.** | **68** | | **47.1** | **.0008** | **0** |
| **Crockett** | **All mfg. & svcs.** | **73** | **1** | **55.7** | **.0010** | **11** |
| **Crosby** | **All mfg. & svcs.** | **121** | | **69.3** | **.0012** | **0** |
| **Culberson** | **All mfg. & svcs.** | **58** | | **43.5** | **.0008** | **0** |
| **Dallam** | **All mfg. & svcs.** | **215** | **1** | **160.2** | **.0028** | **6** |
| **Dallas** | **All mfg. & svcs.** | **39,033** | **689** | **69,757.4** | **1.2187** | **56** |
| 2335 | Women's & misses' dresses | 25 | 9 | 138.5 | 3.2392 | 93 |
| 2653 | Corrugated & solid fiber boxes | 26 | 12 | 218.8 | 1.8076 | 82 |
| 2711 | Newspapers | 84 | 3 | 171.9 | .6161 | 81 |
| 2752 | Commercial lithographic printing | 296 | 6 | 394.4 | 1.7849 | 20 |
| 2759 | Commercial printing n.e.c. | 425 | 5 | 199.0 | 1.4722 | 41 |
| 3089 | Plastics products n.e.c. | 120 | 8 | 391.5 | 1.2018 | 60 |
| 3441 | Fabricated structural metal | 28 | 4 | 242.1 | 1.3459 | 48 |
| 3533 | Oil- & gas-field machinery | 22 | 7 | 427.5 | 7.2271 | 91 |
| 3559 | Special-industry machinery n.e.c. | 29 | 4 | 182.3 | 2.4524 | 64 |
| 3577 | Computer peripheral equipment n.e.c. | 42 | 13 | 1,222.6 | 4.2934 | 94 |
| 3585 | Refrigeration & heating equipment | 23 | 5 | 266.9 | 1.2651 | 79 |
| 3599 | Industrial machinery n.e.c. | 221 | 1 | 227.3 | 1.1909 | 5 |
| 3661 | Telephone & telegraph apparatus | 9 | 3 | 633.3 | 2.8142 | 98 |
| 3663 | Radio & TV communications equipment | 6 | 3 | 640.2 | 13.5306 | 94 |
| 3674 | Semiconductors & related devices | 15 | 6 | 474.7 | 3.8812 | 98 |
| 3699 | Electrical equipment & supplies n.e.c. | 42 | 11 | 390.4 | 2.1142 | 92 |
| 3714 | Motor-vehicle parts & accessories | 32 | 7 | 277.4 | .4642 | 77 |
| 3721 | Aircraft | 6 | 3 | 799.3 | 2.0205 | 98 |
| 3769 | Space-vehicle equipment n.e.c. | 3 | 2 | 1,572.5 | 36.4215 | 100 |
| 4212 | Local trucking without storage | 135 | 1 | 336.2 | .6937 | 10 |
| 4213 | Nonlocal trucking | 190 | 12 | 1,489.6 | 2.4898 | 73 |
| 4214 | Local trucking with storage | 107 | | 87.1 | .9296 | 0 |
| 4215 | Courier services, except by air | 153 | 1 | 323.6 | 3.6329 | 10 |
| 4225 | General warehousing & storage | 178 | 2 | 205.1 | 1.4894 | 6 |
| 4512 | Scheduled air transportation | 22 | 7 | 1,081.2 | 3.1863 | 94 |
| 4612 | Crude-petroleum pipelines | 4 | 2 | 263.3 | 9.2529 | 98 |
| 4813 | Nonradio telephone communications | 61 | 15 | 1,624.2 | 1.6384 | 81 |
| 4911 | Electric services | 11 | 7 | 1,960.5 | 1.3464 | 96 |
| 4923 | Gas transmission & distribution | 6 | 2 | 800.4 | 4.0640 | 97 |
| 4941 | Water supply | 4 | 2 | 191.0 | 2.0351 | 97 |
| 6021 | National commercial banks | 37 | 10 | 1,385.7 | 1.1663 | 84 |
| 6022 | State commercial banks | 53 | 8 | 723.2 | .8703 | 49 |
| 6036 | Nonfederal savings institutions | 172 | 2 | 1,043.3 | .9873 | 11 |
| 6162 | Mortgage bankers & loan correspondents | 286 | 5 | 287.0 | 2.4227 | 72 |
| 6211 | Security brokers & dealers | 178 | 3 | 1,659.6 | 1.2532 | 12 |
| 6311 | Life insurance | 56 | 14 | 3,168.5 | 2.6623 | 90 |
| 6321 | Accident & health insurance | 14 | 6 | 1,805.0 | 1.2946 | 95 |
| 6331 | Fire, marine, & casualty insurance | 48 | 9 | 887.4 | 1.0561 | 64 |
| 6411 | Insurance agents, brokers, & service | 2,013 | - | 1,733.1 | 1.9847 | 0 |
| 6513 | Operators of apartment buildings | 1,415 | 3 | 318.3 | 2.8028 | 53 |
| 6531 | Real-estate agents & managers | 2,279 | 4 | 2,714.1 | 3.0661 | 5 |
| 6552 | Land subdividers & developers n.e.c. | 539 | 9 | 504.6 | 4.3782 | 66 |
| 6712 | Bank-holding companies | 5 | 2 | 31.0 | .5770 | 27 |
| 6719 | Holding companies n.e.c. | 34 | 7 | 374.7 | 2.4633 | 46 |
| 7011 | Hotels & motels | 311 | 41 | 784.8 | 1.6974 | 79 |
| 7231 | Beauty shops | 1,091 | | 110.5 | .7064 | 0 |
| 7291 | Tax-return preparation services | 162 | | 81.2 | 1.3519 | 0 |
| 7299 | Miscellaneous personal services n.e.c. | 90 | 1 | 101.5 | 3.7508 | 56 |
| 7311 | Advertising agencies | 441 | 3 | 663.5 | 1.5182 | 39 |
| 7322 | Adjustment & collection services | 95 | 1 | 66.7 | 3.7480 | 58 |
| 7335 | Commercial photography | 284 | | 311.3 | 4.7827 | 0 |
| 7336 | Commercial art & graphic design | 268 | | 293.3 | 6.4585 | 0 |
| 7349 | Building maintenance services n.e.c. | 338 | 3 | 230.6 | 3.4754 | 69 |
| 7359 | Equipment rental & leasing n.e.c. | 214 | 1 | 186.5 | 2.0110 | 1 |
| 7361 | Employment agencies | 396 | | 78.4 | 2.0384 | 0 |
| 7363 | Help supply services | 176 | | 23.9 | 2.5296 | 0 |
| 7372 | Prepackaged software | 328 | 6 | 205.4 | 1.6673 | 61 |
| 7374 | Computer processing & data preparation | 301 | 6 | 557.6 | 2.9100 | 38 |
| 7381 | Detective & armored-car services | 164 | | 16.5 | .7121 | 0 |
| 7384 | Photofinishing laboratories | 128 | 2 | 73.2 | 1.7507 | 66 |
| 7389 | Business services n.e.c. | 1,026 | 3 | 562.7 | 2.4844 | 8 |
| 7514 | Passenger-car rental | 158 | 1 | 214.8 | 2.8873 | 4 |
| 7532 | Top & body repair & paint shops | 433 | | 145.6 | 1.0937 | 0 |
| 7538 | General automotive repair shops | 818 | | 168.3 | .7215 | 0 |
| 7699 | Repair services n.e.c. | 308 | 2 | 143.6 | .9933 | 26 |
| 7812 | Motion-picture & video-tape production | 167 | | 210.3 | 2.7285 | 0 |
| 7991 | Physical-fitness facilities | 178 | | 82.3 | 1.7525 | 0 |
| 7997 | Membership sports & recreation clubs | 38 | 1 | 11.9 | .5282 | 8 |
| 8011 | Offices & clinics of medical doctors | 1,763 | | 501.6 | .7446 | 0 |
| 8021 | Offices & clinics of dentists | 872 | | 173.9 | .6677 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 498 | | 51.6 | .5584 | 0 |
| 8059 | Nursing & personal care n.e.c. | 112 | 9 | 19.1 | .2906 | 63 |
| 8062 | General medical & surgical hospitals | 51 | 27 | 1,370.2 | .6463 | 98 |
| 8111 | Legal services | 1,702 | 12 | 568.4 | .9322 | 27 |
| 8211 | Elementary & secondary schools | 536 | | 333.8 | .5353 | 0 |
| 8221 | Colleges & universities | 13 | 8 | 448.7 | .9589 | 99 |
| 8222 | Junior colleges & technical institutes | 11 | 5 | 97.8 | 1.1768 | 93 |
| 8322 | Individual & family social services | 425 | | 165.2 | 1.2424 | 0 |
| 8641 | Civic & social associations | 232 | 1 | 59.5 | .4691 | 22 |
| 8661 | Religious organizations | 1,081 | | 432.4 | .8006 | 0 |
| 8711 | Engineering services | 435 | 5 | 405.7 | 1.3040 | 10 |
| 8712 | Architectural services | 387 | | 312.5 | 2.5034 | 0 |
| 8721 | Accounting, auditing, & bookkeeping | 854 | 7 | 383.5 | 1.3623 | 33 |
| 8731 | Commercial physical research | 37 | 3 | 30.4 | .2960 | 77 |
| 8741 | Management services | 329 | | 169.8 | 1.7651 | 0 |
| 8742 | Management consulting services | 347 | | 194.3 | 2.1627 | 0 |
| 8748 | Business consulting services n.e.c. | 186 | 3 | 186.1 | 1.6235 | 52 |
| **Dawson** | **All mfg. & svcs.** | **248** | **1** | **192.8** | **.0034** | **7** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Deaf Smith** | **All mfg. & svcs.** | **312** | **2** | **453.9** | **.0079** | **12** |
| **Delta** | **All mfg. & svcs.** | **64** | | **26.5** | **.0005** | **0** |
| **Denton** | **All mfg. & svcs.** | **2,200** | **18** | **1,706.0** | **.0298** | **35** |
| *8221* | *Colleges & universities* | 3 | 1 | 121.8 | .2603 | 99 |
| *8661* | *Religious organizations* | 135 | | 67.5 | .1250 | 0 |
| **De Witt** | **All mfg. & svcs.** | **235** | **3** | **251.3** | **.0044** | **15** |
| **Dickens** | **All mfg. & svcs.** | **61** | | **36.6** | **.0006** | **0** |
| **Dimmit** | **All mfg. & svcs.** | **114** | | **81.3** | **.0014** | **0** |
| **Donley** | **All mfg. & svcs.** | **80** | | **33.3** | **.0006** | **0** |
| **Duval** | **All mfg. & svcs.** | **96** | | **60.2** | **.0011** | **0** |
| **Eastland** | **All mfg. & svcs.** | **378** | **3** | **427.9** | **.0075** | **30** |
| **Ector** | **All mfg. & svcs.** | **2,097** | **15** | **2,220.4** | **.0388** | **31** |
| *8222* | *Junior colleges & technical institutes* | 1 | 1 | 106.0 | 1.2754 | 100 |
| **Edwards** | **All mfg. & svcs.** | **36** | | **25.5** | **.0004** | **0** |
| **Ellis** | **All mfg. & svcs.** | **763** | **21** | **1,159.1** | **.0203** | **54** |
| **El Paso** | **All mfg. & svcs.** | **5,910** | **118** | **9,457.8** | **.1652** | **65** |
| 2325 | Men's & boys' trousers & slacks | 9 | 8 | 177.3 | 4.5842 | 100 |
| 2339 | Women's & misses' outerwear n.e.c. | 5 | 2 | 377.1 | 11.4641 | 100 |
| 3143 | Men's nonathletic footwear | 11 | 6 | 83.2 | 3.2543 | 93 |
| *4011* | *Line-haul-operating railroads* | 2 | 1 | 46.5 | .1906 | 95 |
| *4922* | *Natural-gas transmission* | 1 | 1 | 1,916.6 | 4.5387 | 100 |
| *8011* | *Offices & clinics of medical doctors* | 383 | | 116.7 | .1732 | 0 |
| *8062* | *General medical & surgical hospitals* | 14 | 10 | 438.4 | .2068 | 98 |
| *8211* | *Elementary & secondary schools* | 159 | 1 | 122.0 | .1956 | 15 |
| *8661* | *Religious organizations* | 250 | | 50.3 | .0931 | 0 |
| **Erath** | **All mfg. & svcs.** | **409** | **5** | **349.7** | **.0061** | **24** |
| **Falls** | **All mfg. & svcs.** | **229** | **2** | **196.5** | **.0034** | **24** |
| **Fannin** | **All mfg. & svcs.** | **321** | **9** | **398.4** | **.0070** | **59** |
| **Fayette** | **All mfg. & svcs.** | **173** | **1** | **210.9** | **.0037** | **16** |
| **Fisher** | **All mfg. & svcs.** | **76** | **1** | **93.4** | **.0016** | **34** |
| **Floyd** | **All mfg. & svcs.** | **146** | | **111.0** | **.0019** | **0** |
| **Foard** | **All mfg. & svcs.** | **35** | | **23.7** | **.0004** | **0** |
| **Fort Bend** | **All mfg. & svcs.** | **1,265** | **23** | **2,356.9** | **.0412** | **65** |
| 3577 | Computer peripheral equipment n.e.c. | 2 | 2 | 306.9 | 1.0777 | 100 |
| **Franklin** | **All mfg. & svcs.** | **60** | **1** | **59.9** | **.0010** | **23** |
| **Freestone** | **All mfg. & svcs.** | **198** | **3** | **309.8** | **.0054** | **55** |
| **Frio** | **All mfg. & svcs.** | **158** | | **101.9** | **.0018** | **0** |
| **Gaines** | **All mfg. & svcs.** | **192** | | **140.8** | **.0025** | **0** |
| **Galveston** | **All mfg. & svcs.** | **2,110** | **36** | **5,063.4** | **.0885** | **71** |
| 2911 | Petroleum refining | 6 | 4 | 2,210.5 | 2.3502 | 96 |
| *4492* | *Towing & tugboat services* | 7 | 1 | 154.8 | 10.6509 | 97 |
| *8062* | *General medical & surgical hospitals* | 6 | 4 | 266.6 | .1257 | 100 |
| **Garza** | **All mfg. & svcs.** | **71** | | **27.5** | **.0005** | **0** |
| **Gillespie** | **All mfg. & svcs.** | **304** | **3** | **190.1** | **.0033** | **14** |
| **Glasscock** | **All mfg. & svcs.** | **10** | | **10.3** | **.0002** | **0** |
| **Goliad** | **All mfg. & svcs.** | **61** | **1** | **123.7** | **.0022** | **83** |
| **Gonzales** | **All mfg. & svcs.** | **265** | **6** | **360.3** | **.0063** | **29** |
| **Gray** | **All mfg. & svcs.** | **521** | **4** | **492.2** | **.0086** | **39** |
| **Grayson** | **All mfg. & svcs.** | **1,838** | **29** | **2,350.3** | **.0411** | **56** |
| **Gregg** | **All mfg. & svcs.** | **2,362** | **34** | **2,846.0** | **.0497** | **43** |
| 2819 | Industrial inorganic chemicals n.e.c. | 1 | 1 | 285.5 | 1.6450 | 100 |
| *8661* | *Religious organizations* | 124 | | 62.0 | .1148 | 0 |
| **Grimes** | **All mfg. & svcs.** | **227** | **5** | **257.5** | **.0045** | **28** |
| **Guadalupe** | **All mfg. & svcs.** | **535** | **10** | **1,062.8** | **.0186** | **69** |
| **Hale** | **All mfg. & svcs.** | **602** | **4** | **1,617.0** | **.0283** | **78** |
| **Hall** | **All mfg. & svcs.** | **105** | | **55.3** | **.0010** | **0** |
| **Hamilton** | **All mfg. & svcs.** | **155** | **1** | **84.8** | **.0015** | **2** |
| **Hansford** | **All mfg. & svcs.** | **117** | **1** | **137.0** | **.0024** | **43** |
| **Hardeman** | **All mfg. & svcs.** | **125** | **3** | **212.6** | **.0037** | **64** |
| **Hardin** | **All mfg. & svcs.** | **419** | **3** | **346.2** | **.0060** | **8** |
| **Harris** | **All mfg. & svcs.** | **51,578** | **743** | **88,748.2** | **1.5505** | **56** |
| 2051 | Bread, cake, & related products | 40 | 5 | 296.0 | 1.5382 | 64 |
| 2086 | Bottled & canned soft drinks | 17 | 4 | 337.8 | 1.5545 | 88 |
| 2621 | Paper mills | 10 | 2 | 273.1 | 1.1887 | 95 |
| 2711 | Newspapers | 106 | 4 | 258.8 | .9276 | 62 |
| 2752 | Commercial lithographic printing | 281 | 2 | 284.4 | 1.2871 | 13 |
| 2759 | Commercial printing n.e.c. | 398 | 4 | 279.3 | 2.0662 | 61 |
| 2819 | Industrial inorganic chemicals n.e.c. | 26 | 6 | 364.3 | 2.0990 | 73 |
| 2821 | Plastics materials & synthetic resins | 27 | 13 | 1,402.8 | 6.3026 | 94 |
| 2824 | Noncellulosic manmade organic fibers | 3 | 2 | 42.6 | .6004 | 98 |
| 2869 | Industrial organic chemicals n.e.c. | 33 | 13 | 1,336.6 | 5.3058 | 81 |
| 2899 | Chemical preparations n.e.c. | 21 | 6 | 744.0 | 6.3195 | 89 |
| 2911 | Petroleum refining | 39 | 13 | 6,414.1 | 6.8195 | 95 |
| 3089 | Plastics products n.e.c. | 126 | 13 | 342.4 | 1.0511 | 62 |
| 3317 | Steel pipe & tubes | 15 | 5 | 446.4 | 8.0174 | 92 |
| 3357 | Nonferrous wiredrawing & insulating | 7 | 1 | 49.0 | .5240 | 45 |
| 3441 | Fabricated structural metal | 86 | 5 | 454.3 | 2.5256 | 27 |
| 3443 | Fabricated plate work (boiler shops) | 50 | 12 | 363.8 | 4.5121 | 69 |
| 3448 | Prefabricated metal buildings | 32 | 7 | 362.2 | 8.0009 | 82 |
| 3479 | Metal coating & allied services n.e.c. | 50 | 7 | 231.9 | 5.2744 | 73 |
| 3494 | Valves & pipe fittings n.e.c. | 61 | 11 | 395.2 | 8.7575 | 66 |
| 3533 | Oil- & gas-field machinery | 146 | 29 | 1,780.1 | 30.0937 | 76 |
| 3571 | Electronic computers | 4 | 2 | 637.8 | 3.3335 | 100 |
| 3577 | Computer peripheral equipment n.e.c. | 16 | 4 | 167.7 | .5889 | 91 |
| 3599 | Industrial machinery n.e.c. | 552 | 3 | 666.1 | 3.4900 | 22 |
| *4212* | *Local trucking without storage* | 229 | 6 | 849.1 | 1.7521 | 40 |
| *4213* | *Nonlocal trucking* | 262 | 6 | 531.6 | .8885 | 20 |
| *4214* | *Local trucking with storage* | 151 | 5 | 242.8 | 2.5914 | 42 |
| *4215* | *Courier services, except by air* | 263 | | 527.2 | 5.9186 | 0 |
| *4225* | *General warehousing & storage* | 173 | | 194.5 | 1.4124 | 0 |
| *4226* | *Special warehousing & storage n.e.c.* | 106 | | 236.9 | 13.6032 | 0 |
| *4412* | *Deep-sea foreign transport of freight* | 67 | 1 | 143.3 | 2.6800 | 13 |
| *4449* | *Water transportation of freight n.e.c.* | 11 | 3 | 143.5 | 10.3141 | 93 |
| *4491* | *Marine cargo handling* | 84 | 8 | 232.0 | 8.3447 | 54 |
| *4512* | *Scheduled air transportation* | 35 | 6 | 847.7 | 2.4982 | 84 |
| *4581* | *Airports, flying fields, & services* | 108 | 4 | 294.5 | .9595 | 62 |
| *4612* | *Crude-petroleum pipelines* | 32 | 5 | 643.6 | 22.6174 | 66 |
| *4731* | *Arrangement of freight transportation* | 373 | 8 | 751.7 | 4.8954 | 19 |
| *4813* | *Nonradio telephone communications* | 59 | 3 | 334.9 | .3378 | 25 |
| *4911* | *Electric services* | 12 | 8 | 3,519.4 | 2.4170 | 97 |
| *4922* | *Natural-gas transmission* | 72 | 22 | 11,018.1 | 26.0921 | 82 |
| *4941* | *Water supply* | 51 | 2 | 197.0 | 2.0990 | 51 |
| *4953* | *Refuse systems* | 141 | 6 | 1,343.8 | 5.5791 | 79 |
| *6021* | *National commercial banks* | 32 | 10 | 1,745.2 | 1.4689 | 91 |
| *6022* | *State commercial banks* | 85 | 8 | 1,256.4 | 1.5119 | 25 |
| *6036* | *Nonfederal savings institutions* | 254 | 7 | 1,835.0 | 1.7365 | 38 |
| *6162* | *Mortgage bankers & loan correspondents* | 259 | 4 | 216.9 | 1.8310 | 71 |
| *6211* | *Security brokers & dealers* | 166 | 3 | 1,409.0 | 1.0640 | 12 |
| *6311* | *Life insurance* | 20 | 7 | 698.9 | .5873 | 89 |
| *6411* | *Insurance agents, brokers, & service* | 2,363 | 1 | 1,757.4 | 2.0126 | 1 |
| *6513* | *Operators of apartment buildings* | 1,749 | 1 | 204.7 | 1.8025 | 10 |
| *6531* | *Real-estate agents & managers* | 2,507 | 2 | 1,628.4 | 1.8396 | 3 |
| *6541* | *Title abstract offices* | 173 | | 189.2 | 3.7641 | 0 |
| *6552* | *Land subdividers & developers n.e.c.* | 582 | 4 | 309.4 | 2.6846 | 24 |
| *6719* | *Holding companies n.e.c.* | 36 | 5 | 708.9 | 4.6604 | 82 |
| *7011* | *Hotels & motels* | 363 | 43 | 624.3 | 1.3503 | 54 |
| *7212* | *Garment pressing & cleaners' agents* | 608 | | 60.9 | 1.5578 | 0 |
| *7231* | *Beauty shops* | 1,653 | 1 | 175.1 | 1.1193 | 4 |
| *7241* | *Barber shops* | 441 | | 130.3 | 2.5996 | 0 |
| *7311* | *Advertising agencies* | 330 | 1 | 388.1 | .8880 | 4 |
| *7338* | *Secretarial & court-reporting services* | 321 | | 95.5 | 3.7975 | 0 |
| *7349* | *Building maintenance services n.e.c.* | 384 | 3 | 146.1 | 2.2019 | 43 |
| *7353* | *Heavy construction equipment rental* | 153 | | 172.2 | 5.2877 | 0 |
| *7359* | *Equipment rental & leasing n.e.c.* | 327 | 2 | 352.2 | 3.7977 | 1 |
| *7361* | *Employment agencies* | 432 | | 128.2 | 3.3332 | 0 |
| *7363* | *Help supply services* | 170 | 1 | 23.0 | 2.4344 | 27 |
| *7372* | *Prepackaged software* | 222 | 2 | 141.3 | 1.1470 | 23 |
| *7374* | *Computer processing & data preparation* | 287 | 2 | 398.7 | 2.0807 | 22 |
| *7381* | *Detective & armored-car services* | 238 | | 24.9 | 1.0746 | 0 |
| *7384* | *Photofinishing laboratories* | 152 | 1 | 37.7 | .9016 | 32 |
| *7389* | *Business services n.e.c.* | 1,126 | 1 | 561.0 | 2.4769 | 1 |
| *7514* | *Passenger-car rental* | 198 | | 25.1 | .3374 | 0 |
| *7532* | *Top & body repair & paint shops* | 704 | | 231.1 | 1.7359 | 0 |
| *7538* | *General automotive repair shops* | 1,374 | | 420.9 | 1.8044 | 0 |
| *7699* | *Repair services n.e.c.* | 470 | | 477.2 | 3.3008 | 0 |
| *7999* | *Amusement & recreation services n.e.c.* | 269 | | 76.0 | 1.3066 | 0 |
| *8011* | *Offices & clinics of medical doctors* | 2,910 | | 953.0 | 1.4147 | 0 |
| *8021* | *Offices & clinics of dentists* | 1,179 | | 237.2 | .9108 | 0 |
| *8049* | *Offices of health practitioners n.e.c.* | 567 | | 127.5 | 1.3798 | 0 |
| *9059* | *Nursing & personal care n.e.c.* | 79 | 8 | 27.2 | .4138 | 68 |
| *8062* | *General medical & surgical hospitals* | 64 | 45 | 2,281.6 | 1.0761 | 99 |
| *8093* | *Specialty outpatient clinics n.e.c.* | 147 | | 58.2 | 1.9754 | 0 |
| *8111* | *Legal services* | 2,970 | 11 | 972.6 | 1.5952 | 28 |
| *8211* | *Elementary & secondary schools* | 644 | | 411.2 | .6594 | 0 |
| *8221* | *Colleges & universities* | 12 | 9 | 550.8 | 1.1771 | 100 |
| *8351* | *Child day-care services* | 998 | 1 | 5.3 | .0712 | 100 |
| *8641* | *Civic & social associations* | 365 | | 145.9 | 1.1502 | 0 |
| *8661* | *Religious organizations* | 1,257 | | 628.6 | 1.1638 | 0 |
| *8711* | *Engineering services* | 1,135 | 21 | 1,753.3 | 5.6355 | 21 |
| *8712* | *Architectural services* | 459 | 1 | 541.6 | 4.3386 | 1 |
| *8713* | *Surveying services* | 131 | 1 | 156.0 | 3.2893 | 1 |
| *8721* | *Accounting, auditing, & bookkeeping* | 1,234 | 6 | 561.9 | 1.9960 | 34 |
| *8741* | *Management services* | 376 | | 222.1 | 2.3088 | 0 |
| *8742* | *Management consulting services* | 341 | | 200.9 | 2.2362 | 0 |
| *8748* | *Business consulting services n.e.c.* | 252 | | 148.1 | 1.2920 | 0 |
| **Harrison** | **All mfg. & svcs.** | **739** | **12** | **1,023.5** | **.0179** | **40** |
| **Hartley** | **All mfg. & svcs.** | **10** | | **2.5** | **.0000** | **0** |
| **Haskell** | **All mfg. & svcs.** | **117** | | **70.4** | **.0012** | **0** |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **TEXAS** (cont.) | | | | | | |
| **Hays** | All mfg. & svcs. | 716 | 8 | 620.3 | .0108 | 37 |
| **Hemphill** | All mfg. & svcs. | 97 | | 90.9 | .0016 | 0 |
| **Henderson** | All mfg. & svcs. | 524 | 9 | 461.4 | .0081 | 41 |
| **Hidalgo** | All mfg. & svcs. | 3,379 | 36 | 2,902.0 | .0507 | 41 |
| **Hill** | All mfg. & svcs. | 391 | 4 | 249.0 | .0044 | 12 |
| **Hockley** | All mfg. & svcs. | 309 | 2 | 232.5 | .0041 | 22 |
| **Hood** | All mfg. & svcs. | 288 | 2 | 232.4 | .0041 | 31 |
| **Hopkins** | All mfg. & svcs. | 357 | 6 | 581.0 | .0102 | 53 |
| **Houston** | All mfg. & svcs. | 357 | 12 | 451.1 | .0079 | 46 |
| **Howard** | All mfg. & svcs. | 586 | 11 | 1,245.4 | .0218 | 68 |
| **Hudspeth** | All mfg. & svcs. | 35 | | 44.8 | .0008 | 0 |
| **Hunt** | All mfg. & svcs. | 795 | 18 | 1,119.8 | .0196 | 59 |
| 3699 | Electrical equipment & supplies n.e.c. | 1 | 1 | 271.3 | 1.4692 | 100 |
| **Hutchinson** | All mfg. & svcs. | 442 | 3 | 689.9 | .0121 | 48 |
| **Irion** | All mfg. & svcs. | 9 | | 6.4 | .0001 | 0 |
| **Jack** | All mfg. & svcs. | 129 | | 68.8 | .0012 | 0 |
| **Jackson** | All mfg. & svcs. | 238 | | 164.1 | .0029 | 0 |
| **Jasper** | All mfg. & svcs. | 431 | 4 | 542.6 | .0095 | 44 |
| **Jeff Davis** | All mfg. & svcs. | 27 | | 15.3 | .0003 | 0 |
| **Jefferson** | All mfg. & svcs. | 3,869 | 57 | 11,090.5 | .1938 | 79 |
| 2822 | Synthetic rubber | 4 | 4 | 648.2 | 16.7239 | 100 |
| 2869 | Industrial organic chemicals n.e.c. | 6 | 4 | 474.8 | 1.8848 | 97 |
| 2911 | Petroleum refining | 10 | 7 | 6,446.0 | 6.8534 | 99 |
| 3731 | Ship building & repairing | 2 | 2 | 34.9 | .5077 | 100 |
| *8062* | *General medical & surgical hospitals* | *6* | *6* | *278.4* | *.1313* | *100* |
| *8661* | *Religious organizations* | *199* | | *59.3* | *.1098* | *0* |
| **Jim Hogg** | All mfg. & svcs. | 60 | | 35.1 | .0006 | 0 |
| **Jim Wells** | All mfg. & svcs. | 479 | 5 | 336.7 | .0059 | 25 |
| **Johnson** | All mfg. & svcs. | 942 | 18 | 942.1 | .0165 | 47 |
| **Jones** | All mfg. & svcs. | 245 | 3 | 275.9 | .0048 | 31 |
| **Karnes** | All mfg. & svcs. | 192 | 1 | 207.7 | .0036 | 11 |
| **Kaufman** | All mfg. & svcs. | 791 | 8 | 587.2 | .0103 | 30 |
| **Kendall** | All mfg. & svcs. | 282 | 1 | 164.9 | .0029 | 1 |
| **Kenedy** | All mfg. & svcs. | 3 | | 2.9 | .0001 | 0 |
| **Kent** | All mfg. & svcs. | 24 | | 16.2 | .0003 | 0 |
| **Kerr** | All mfg. & svcs. | 828 | 9 | 556.8 | .0097 | 25 |
| **Kimble** | All mfg. & svcs. | 95 | | 116.6 | .0020 | 0 |
| **King** | All mfg. & svcs. | 4 | | 10.2 | .0002 | 0 |
| **Kinney** | All mfg. & svcs. | 30 | | 25.3 | .0004 | 0 |
| **Kleberg** | All mfg. & svcs. | 427 | 6 | 321.7 | .0056 | 29 |
| **Knox** | All mfg. & svcs. | 93 | | 45.9 | .0008 | 0 |
| **Lamar** | All mfg. & svcs. | 663 | 16 | 866.5 | .0151 | 69 |
| **Lamb** | All mfg. & svcs. | 255 | 2 | 251.1 | .0044 | 33 |
| **Lampasas** | All mfg. & svcs. | 179 | 1 | 117.5 | .0021 | 25 |
| **La Salle** | All mfg. & svcs. | 69 | | 39.3 | .0007 | 0 |
| **Lavaca** | All mfg. & svcs. | 301 | 8 | 381.2 | .0067 | 36 |
| **Lee** | All mfg. & svcs. | 165 | | 145.2 | .0025 | 0 |
| **Leon** | All mfg. & svcs. | 181 | | 98.8 | .0017 | 0 |
| **Liberty** | All mfg. & svcs. | 677 | 7 | 535.4 | .0094 | 27 |
| **Limestone** | All mfg. & svcs. | 276 | 3 | 231.3 | .0040 | 21 |
| **Lipscomb** | All mfg. & svcs. | 79 | | 43.3 | .0008 | 0 |
| **Live Oak** | All mfg. & svcs. | 110 | 1 | 243.4 | .0043 | 70 |
| **Llano** | All mfg. & svcs. | 266 | | 133.4 | .0023 | 0 |
| **Lubbock** | All mfg. & svcs. | 3,891 | 36 | 3,817.1 | .0667 | 37 |
| 3578 | Calculating & accounting equipment | 1 | 1 | 241.8 | 7.6210 | 100 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *184.6* | *.0871* | *98* |
| *8661* | *Religious organizations* | *158* | | *79.0* | *.1463* | *0* |
| **Lynn** | All mfg. & svcs. | 101 | | 82.3 | .0014 | 0 |
| **McCulloch** | All mfg. & svcs. | 166 | 2 | 113.7 | .0020 | 12 |
| **McLennan** | All mfg. & svcs. | 2,787 | 62 | 4,357.1 | .0761 | 57 |
| *6411* | *Insurance agents, brokers, & service* | *180* | | *200.9* | *.2301* | *0* |
| *8062* | *General medical & surgical hospitals* | *5* | *3* | *188.1* | *.0887* | *97* |
| *8221* | *Colleges & universities* | *3* | *3* | *117.0* | *.2500* | *100* |
| **McMullen** | All mfg. & svcs. | 16 | | 39.9 | .0007 | 0 |
| **Madison** | All mfg. & svcs. | 136 | 1 | 76.2 | .0013 | 22 |
| **Marion** | All mfg. & svcs. | 101 | 1 | 172.5 | .0030 | 72 |
| **Martin** | All mfg. & svcs. | 59 | | 76.7 | .0013 | 0 |
| **Mason** | All mfg. & svcs. | 54 | | 40.0 | .0007 | 0 |
| **Matagorda** | All mfg. & svcs. | 528 | 5 | 337.4 | .0059 | 27 |
| **Maverick** | All mfg. & svcs. | 251 | 4 | 316.6 | .0055 | 32 |
| **Medina** | All mfg. & svcs. | 261 | 2 | 214.9 | .0038 | 18 |
| **Menard** | All mfg. & svcs. | 43 | | 25.1 | .0004 | 0 |
| **Midland** | All mfg. & svcs. | 2,161 | 17 | 2,233.5 | .0390 | 26 |
| *8999* | *Services n.e.c.* | *237* | | *165.5* | *7.9092* | *0* |
| **Milam** | All mfg. & svcs. | 313 | 4 | 400.5 | .0070 | 62 |
| **Mills** | All mfg. & svcs. | 73 | | 45.0 | .0008 | 0 |
| **Mitchell** | All mfg. & svcs. | 139 | 2 | 175.8 | .0031 | 61 |
| **Montague** | All mfg. & svcs. | 360 | 4 | 242.5 | .0042 | 16 |
| **Montgomery** | All mfg. & svcs. | 1,605 | 13 | 1,288.9 | .0225 | 28 |
| **Moore** | All mfg. & svcs. | 311 | 2 | 1,427.5 | .0249 | 79 |
| **Morris** | All mfg. & svcs. | 192 | 4 | 680.8 | .0119 | 70 |
| 3312 | Blast furnaces & steel mills | 1 | 1 | 295.7 | 1.0785 | 100 |
| **Motley** | All mfg. & svcs. | 18 | | 9.8 | .0002 | 0 |
| **Nacogdoches** | All mfg. & svcs. | 732 | 11 | 708.1 | .0124 | 47 |
| **Navarro** | All mfg. & svcs. | 603 | 12 | 782.1 | .0137 | 31 |
| **Newton** | All mfg. & svcs. | 110 | 2 | 199.4 | .0035 | 46 |
| **Nolan** | All mfg. & svcs. | 311 | 9 | 356.7 | .0062 | 43 |
| **Nueces** | All mfg. & svcs. | 4,757 | 51 | 11,000.5 | .1922 | 72 |
| 2911 | Petroleum refining | 7 | 5 | 5,172.1 | 5.4990 | 99 |
| *4911* | *Electric services* | *7* | *5* | *1,497.2* | *1.0282* | *99* |
| *7011* | *Hotels & motels* | *118* | *2* | *62.9* | *.1360* | *13* |
| *8062* | *General medical & surgical hospitals* | *11* | *7* | *304.2* | *.1435* | *98* |
| *8661* | *Religious organizations* | *175* | | *70.0* | *.1296* | *0* |
| **Ochiltree** | All mfg. & svcs. | 211 | 3 | 468.9 | .0082 | 12 |
| **Oldham** | All mfg. & svcs. | 45 | | 26.0 | .0005 | 0 |
| **Orange** | All mfg. & svcs. | 536 | 11 | 1,641.2 | .0287 | 76 |
| 2821 | Plastics materials & synthetic resins | 3 | 2 | 651.0 | 2.9249 | 99 |
| **Palo Pinto** | All mfg. & svcs. | 421 | 6 | 381.3 | .0067 | 24 |
| **Panola** | All mfg. & svcs. | 235 | 5 | 214.3 | .0037 | 48 |
| **Parker** | All mfg. & svcs. | 577 | 4 | 434.1 | .0076 | 11 |
| **Parmer** | All mfg. & svcs. | 152 | 1 | 1,340.3 | .0234 | 93 |
| **Pecos** | All mfg. & svcs. | 237 | | 225.5 | .0039 | 0 |
| **Polk** | All mfg. & svcs. | 414 | 3 | 281.3 | .0049 | 25 |
| **Potter** | All mfg. & svcs. | 2,921 | 35 | 5,021.9 | .0877 | 62 |
| 2011 | Meat-packing plants | 3 | 1 | 1,254.1 | 2.5650 | 98 |
| 3483 | Ammunition, except small-arms, n.e.c. | 1 | 1 | 81.8 | 3.0341 | 100 |
| *4911* | *Electric services* | *2* | *2* | *561.1* | *.3853* | *100* |
| *8062* | *General medical & surgical hospitals* | *7* | *6* | *298.0* | *.1406* | *100* |
| *8661* | *Religious organizations* | *130* | | *52.0* | *.0963* | *0* |
| **Presidio** | All mfg. & svcs. | 65 | | 43.3 | .0008 | 0 |
| **Rains** | All mfg. & svcs. | 61 | 1 | 46.2 | .0008 | 39 |
| **Randall** | All mfg. & svcs. | 201 | 4 | 214.9 | .0038 | 44 |
| **Reagan** | All mfg. & svcs. | 59 | | 44.5 | .0008 | 0 |
| **Real** | All mfg. & svcs. | 72 | | 43.0 | .0008 | 0 |
| **Red River** | All mfg. & svcs. | 185 | 7 | 180.0 | .0031 | 43 |
| **Reeves** | All mfg. & svcs. | 240 | 3 | 253.4 | .0044 | 36 |
| **Refugio** | All mfg. & svcs. | 115 | | 107.3 | .0019 | 0 |
| **Roberts** | All mfg. & svcs. | 19 | | 23.7 | .0004 | 0 |
| **Robertson** | All mfg. & svcs. | 216 | 1 | 183.1 | .0032 | 5 |
| **Rockwall** | All mfg. & svcs. | 233 | 2 | 171.5 | .0030 | 7 |
| **Runnels** | All mfg. & svcs. | 184 | 3 | 263.9 | .0046 | 28 |
| **Rusk** | All mfg. & svcs. | 446 | 8 | 706.4 | .0123 | 32 |
| **Sabine** | All mfg. & svcs. | 143 | | 55.7 | .0010 | 0 |
| **San Augustine** | All mfg. & svcs. | 106 | | 72.0 | .0013 | 0 |
| **San Jacinto** | All mfg. & svcs. | 86 | | 43.1 | .0008 | 0 |
| **San Patricio** | All mfg. & svcs. | 731 | 6 | 896.4 | .0157 | 31 |
| **San Saba** | All mfg. & svcs. | 105 | 1 | 91.6 | .0016 | 17 |
| **Schleicher** | All mfg. & svcs. | 37 | | 63.9 | .0011 | 0 |
| **Scurry** | All mfg. & svcs. | 292 | 3 | 171.2 | .0030 | 10 |
| **Shackelford** | All mfg. & svcs. | 69 | | 36.5 | .0006 | 0 |
| **Shelby** | All mfg. & svcs. | 279 | 4 | 304.0 | .0053 | 50 |
| **Sherman** | All mfg. & svcs. | 63 | | 41.3 | .0007 | 0 |
| **Smith** | All mfg. & svcs. | 2,596 | 25 | 3,518.4 | .0615 | 58 |
| 3011 | Tires & inner tubes | 1 | 1 | 423.3 | 5.3597 | 100 |
| 3321 | Gray- & ductile-iron foundries | 1 | 1 | 327.4 | 3.1737 | 100 |
| 3585 | Refrigeration & heating equipment | 2 | 2 | 497.7 | 2.3590 | 100 |
| *8661* | *Religious organizations* | *139* | | *55.6* | *.1029* | *0* |
| **Somervell** | All mfg. & svcs. | 71 | 1 | 69.5 | .0012 | 40 |
| **Starr** | All mfg. & svcs. | 166 | 1 | 79.5 | .0014 | 9 |
| **Stephens** | All mfg. & svcs. | 192 | 2 | 197.7 | .0035 | 18 |
| **Sterling** | All mfg. & svcs. | 21 | | 13.4 | .0002 | 0 |
| **Stonewall** | All mfg. & svcs. | 44 | | 30.8 | .0005 | 0 |
| **Sutton** | All mfg. & svcs. | 100 | | 67.2 | .0012 | 0 |
| **Swisher** | All mfg. & svcs. | 166 | 1 | 175.3 | .0031 | 15 |
| **Tarrant** | All mfg. & svcs. | 17,278 | 274 | 28,121.0 | .4913 | 62 |
| 2711 | Newspapers | 40 | 2 | 240.9 | .8634 | 90 |
| 3084 | Plastics pipe | 1 | 1 | 3.0 | .2910 | 100 |
| 3089 | Plastics products n.e.c. | 88 | 8 | 210.3 | .6456 | 48 |
| 3585 | Refrigeration & heating equipment | 25 | 7 | 521.2 | 2.4704 | 82 |
| 3721 | Aircraft | 2 | 2 | 795.3 | 2.0103 | 100 |
| *4213* | *Nonlocal trucking* | *77* | *5* | *228.7* | *.3823* | *38* |
| *4225* | *General warehousing & storage* | *100* | *1* | *115.3* | *.8373* | *6* |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| 4512 | Scheduled air transportation | 4 | 1 | 2,141.5 | 6.3110 | 99 |
| 4911 | Electric services | 9 | 5 | 638.4 | .4384 | 91 |
| 6021 | National commercial banks | 16 | 4 | 511.0 | .4301 | 83 |
| 6162 | Mortgage bankers & loan correspondents | 108 | 1 | 224.9 | 1.8985 | 87 |
| 6411 | Insurance agents, brokers, & service | 970 |  | 294.0 | .3367 | 0 |
| 6531 | Real-estate agents & managers | 763 |  | 323.7 | .3657 | 0 |
| 7011 | Hotels & motels | 146 | 10 | 169.6 | .3668 | 39 |
| 7231 | Beauty shops | 624 |  | 65.5 | .4187 | 0 |
| 7349 | Building maintenance services n.e.c. | 144 | 1 | 29.9 | .4506 | 7 |
| 7389 | Business services n.e.c. | 387 |  | 112.3 | .4958 | 0 |
| 7538 | General automotive repair shops | 458 | 1 | 99.8 | .4278 | 1 |
| 8011 | Offices & clinics of medical doctors | 883 | 1 | 279.5 | .4149 | 1 |
| 8059 | Nursing & personal care n.e.c. | 103 | 4 | 18.7 | .2845 | 43 |
| 8062 | General medical & surgical hospitals | 24 | 17 | 842.4 | .3973 | 97 |
| 8111 | Legal services | 619 |  | 151.8 | .2490 | 0 |
| 8211 | Elementary & secondary schools | 303 | 1 | 216.0 | .3464 | 13 |
| 8661 | Religious organizations | 714 |  | 357.0 | .6610 | 0 |
| 8711 | Engineering services | 167 | 3 | 145.2 | .4667 | 14 |
| 8721 | Accounting, auditing, & bookkeeping | 358 | 1 | 104.6 | .3716 | 9 |
| **Taylor** | All mfg. & svcs. | 2,106 | 24 | 2,561.7 | .0448 | 43 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 115.0 | .0542 | 100 |
| **Terrell** | All mfg. & svcs. | 9 |  | 8.2 | .0001 | 0 |
| **Terry** | All mfg. & svcs. | 217 | 2 | 167.3 | .0029 | 10 |
| **Throckmorton** | All mfg. & svcs. | 39 |  | 22.2 | .0004 | 0 |
| **Titus** | All mfg. & svcs. | 373 | 9 | 1,038.7 | .0181 | 80 |
| **Tom Green** | All mfg. & svcs. | 1,530 | 23 | 2,127.7 | .0372 | 57 |
| **Travis** | All mfg. & svcs. | 10,601 | 102 | 12,316.2 | .2152 | 55 |
| 3571 | Electronic computers | 3 | 2 | 303.6 | 1.5868 | 100 |
| 3579 | Office machines n.e.c. | 2 | 1 | 1,202.5 | 20.7603 | 100 |
| 3674 | Semiconductors & related devices | 5 | 3 | 193.0 | 1.5780 | 98 |
| 3699 | Electrical equipment & supplies n.e.c. | 7 | 2 | 144.0 | .7798 | 91 |
| 4581 | Airports, flying fields, & services | 11 | 2 | 1,041.3 | 3.3926 | 99 |
| 6411 | Insurance agents, brokers, & service | 497 |  | 354.0 | .4054 | 0 |
| 6531 | Real-estate agents & managers | 726 |  | 513.4 | .5800 | 0 |
| 7011 | Hotels & motels | 95 | 7 | 74.3 | .1607 | 57 |
| 7389 | Business services n.e.c. | 260 | 1 | 79.6 | .3514 | 6 |
| 8011 | Offices & clinics of medical doctors | 474 |  | 147.1 | .2184 | 0 |
| 8062 | General medical & surgical hospitals | 7 | 7 | 323.3 | .1525 | 100 |
| 8111 | Legal services | 663 | 4 | 191.2 | .3136 | 19 |
| 8211 | Elementary & secondary schools | 141 |  | 86.5 | .1419 | 0 |
| 8221 | Colleges & universities | 8 | 3 | 836.8 | 1.7883 | 99 |
| 8222 | Junior colleges & technical institutes | 1 | 1 | 106.0 | 1.2754 | 100 |
| 8351 | Child day-care services | 316 |  | 63.0 | .8459 | 0 |
| 8661 | Religious organizations | 301 |  | 150.5 | .2786 | 0 |
| 8711 | Engineering services | 172 | 2 | 49.5 | .1591 | 26 |
| 8712 | Architectural services | 172 |  | 20.0 | .1602 | 0 |
| **Trinity** | All mfg. & svcs. | 144 |  | 159.7 | .0028 | 0 |
| **Tyler** | All mfg. & svcs. | 207 | 2 | 146.7 | .0026 | 12 |
| **Upshur** | All mfg. & svcs. | 193 | 2 | 171.9 | .0030 | 9 |
| **Upton** | All mfg. & svcs. | 68 | 1 | 64.6 | .0011 | 17 |
| **Uvalde** | All mfg. & svcs. | 348 | 3 | 278.2 | .0049 | 22 |
| **Val Verde** | All mfg. & svcs. | 430 | 3 | 346.2 | .0060 | 30 |
| **Van Zandt** | All mfg. & svcs. | 364 | 3 | 290.2 | .0051 | 26 |
| **Victoria** | All mfg. & svcs. | 1,304 | 13 | 1,003.7 | .0175 | 32 |
| **Walker** | All mfg. & svcs. | 580 | 5 | 492.9 | .0086 | 34 |
| **Waller** | All mfg. & svcs. | 329 | 3 | 225.8 | .0039 | 23 |
| **Ward** | All mfg. & svcs. | 219 | 2 | 255.7 | .0045 | 44 |
| **Washington** | All mfg. & svcs. | 440 | 10 | 445.2 | .0078 | 28 |
| **Webb** | All mfg. & svcs. | 1,356 | 19 | 1,300.1 | .0227 | 34 |
| **Wharton** | All mfg. & svcs. | 593 | 6 | 480.2 | .0084 | 18 |
| **Wheeler** | All mfg. & svcs. | 137 |  | 77.9 | .0014 | 0 |
| **Wichita** | All mfg. & svcs. | 2,266 | 34 | 2,324.4 | .0406 | 49 |
| 8062 | General medical & surgical hospitals | 5 | 3 | 138.0 | .0651 | 98 |
| **Wilbarger** | All mfg. & svcs. | 282 | 5 | 270.9 | .0047 | 42 |
| **Willacy** | All mfg. & svcs. | 154 | 2 | 98.4 | .0017 | 15 |
| **Williamson** | All mfg. & svcs. | 1,181 | 17 | 998.6 | .0174 | 31 |
| **Wilson** | All mfg. & svcs. | 158 | 1 | 120.2 | .0021 | 6 |
| **Winkler** | All mfg. & svcs. | 144 | 2 | 212.0 | .0037 | 68 |
| **Wise** | All mfg. & svcs. | 412 | 3 | 457.6 | .0080 | 13 |
| **Wood** | All mfg. & svcs. | 453 | 4 | 407.8 | .0071 | 16 |
| **Yoakum** | All mfg. & svcs. | 148 |  | 134.2 | .0023 | 0 |
| **Young** | All mfg. & svcs. | 332 | 5 | 345.7 | .0060 | 40 |
| **Zapata** | All mfg. & svcs. | 93 |  | 55.7 | .0010 | 0 |
| **Zavala** | All mfg. & svcs. | 82 | 2 | 233.1 | .0041 | 85 |
| **STATE TOTAL** | All mfg. & svcs. | 254,071 | 3,525 | 374,129.1 | 6.5365 | 55 |

## UTAH

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Beaver** | All mfg. & svcs. | 94 |  | 42.6 | .0007 | 0 |
| **Box Elder** | All mfg. & svcs. | 389 | 6 | 354.8 | .0062 | 46 |
| **Cache** | All mfg. & svcs. | 798 | 21 | 1,466.7 | .0256 | 72 |
| **Carbon** | All mfg. & svcs. | 357 | 2 | 205.8 | .0036 | 9 |
| **Daggett** | All mfg. & svcs. | 12 |  | 3.2 | .0001 | 0 |
| **Davis** | All mfg. & svcs. | 1,377 | 19 | 1,579.6 | .0276 | 56 |
| **Duchesne** | All mfg. & svcs. | 214 | 2 | 218.6 | .0038 | 41 |
| **Emery** | All mfg. & svcs. | 155 | 2 | 194.8 | .0034 | 49 |
| **Garfield** | All mfg. & svcs. | 82 | 1 | 84.1 | .0015 | 45 |
| **Grand** | All mfg. & svcs. | 187 |  | 85.6 | .0015 | 0 |
| **Iron** | All mfg. & svcs. | 388 | 4 | 288.7 | .0050 | 15 |
| **Juab** | All mfg. & svcs. | 79 |  | 47.2 | .0008 | 0 |
| **Kane** | All mfg. & svcs. | 108 |  | 51.4 | .0009 | 0 |
| **Millard** | All mfg. & svcs. | 187 | 1 | 155.6 | .0027 | 20 |
| **Morgan** | All mfg. & svcs. | 43 | 3 | 74.3 | .0013 | 59 |
| **Piute** | All mfg. & svcs. | 20 |  | 12.0 | .0002 | 0 |
| **Rich** | All mfg. & svcs. | 26 |  | 19.8 | .0003 | 0 |
| **Salt Lake** | All mfg. & svcs. | 11,423 | 161 | 16,958.7 | .2963 | 56 |
| 3577 | Computer peripheral equipment n.e.c. | 13 | 2 | 442.4 | 1.5536 | 95 |
| 3764 | Space-propulsion units & parts | 1 | 1 | 422.7 | 17.1620 | 100 |
| 3841 | Surgical & medical instruments | 10 | 5 | 256.4 | 4.4651 | 98 |
| 4213 | Nonlocal trucking | 121 | 7 | 338.8 | .5663 | 53 |
| 4911 | Electric services | 7 | 2 | 810.1 | .5563 | 94 |
| 4922 | Natural-gas transmission | 2 | 1 | 858.2 | 2.0323 | 96 |
| 6021 | National commercial banks | 5 | 5 | 445.6 | .3751 | 100 |
| 6411 | Insurance agents, brokers, & service | 557 | 1 | 2,433.1 | 2.7864 | 93 |
| 6531 | Real-estate agents & managers | 456 |  | 366.8 | .4144 | 0 |
| 6719 | Holding companies n.e.c. | 6 | 1 | 17.9 | .1177 | 18 |
| 7011 | Hotels & motels | 105 | 13 | 245.0 | .5299 | 81 |
| 7213 | Linen supply | 5 | 1 | 77.9 | 4.9952 | 99 |
| 7389 | Business services n.e.c. | 242 |  | 96.3 | .4252 | 0 |
| 8011 | Offices & clinics of medical doctors | 661 |  | 185.7 | .2757 | 0 |
| 8062 | General medical & surgical hospitals | 9 | 6 | 342.3 | .1614 | 99 |
| 8111 | Legal services | 564 | 4 | 194.8 | .3195 | 21 |
| 8211 | Elementary & secondary schools | 215 |  | 142.1 | .2279 | 0 |
| 8221 | Colleges & universities | 4 | 3 | 164.9 | .3524 | 99 |
| 8661 | Religious organizations | 441 | 1 | 181.7 | .3364 | 3 |
| 8711 | Engineering services | 176 | 3 | 139.7 | .4490 | 44 |
| 8721 | Accounting, auditing, & bookkeeping | 278 | 1 | 175.9 | .6248 | 5 |
| **San Juan** | All mfg. & svcs. | 112 | 1 | 87.0 | .0015 | 7 |
| **Sanpete** | All mfg. & svcs. | 187 | 3 | 199.2 | .0035 | 34 |
| **Sevier** | All mfg. & svcs. | 274 | 1 | 204.5 | .0036 | 5 |
| **Summit** | All mfg. & svcs. | 348 | 1 | 233.4 | .0041 | 2 |
| **Tooele** | All mfg. & svcs. | 231 | 2 | 202.5 | .0035 | 17 |
| **Uintah** | All mfg. & svcs. | 321 | 3 | 214.0 | .0037 | 11 |
| **Utah** | All mfg. & svcs. | 2,742 | 38 | 2,851.3 | .0498 | 50 |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 505.9 | 1.8451 | 100 |
| 8062 | General medical & surgical hospitals | 4 | 4 | 182.0 | .0858 | 100 |
| 8221 | Colleges & universities | 2 | 2 | 178.0 | .3804 | 100 |
| **Wasatch** | All mfg. & svcs. | 127 | 2 | 80.7 | .0014 | 19 |
| **Washington** | All mfg. & svcs. | 693 | 4 | 434.8 | .0076 | 26 |
| **Wayne** | All mfg. & svcs. | 40 | 1 | 22.0 | .0004 | 23 |
| **Weber** | All mfg. & svcs. | 2,060 | 32 | 2,251.7 | .0393 | 46 |
| **STATE TOTAL** | All mfg. & svcs. | 23,074 | 310 | 28,624.6 | .5001 | 52 |

## VERMONT

| County<br>SIC | Industry | Establishments<br>Total | Establishments<br>Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Addison** | All mfg. & svcs. | 450 | 7 | 532.6 | .0093 | 51 |
| 3728 | Aircraft parts & equipment n.e.c. | 1 | 1 | 106.2 | .7245 | 100 |
| **Bennington** | All mfg. & svcs. | 777 | 19 | 795.2 | .0139 | 52 |
| **Caledonia** | All mfg. & svcs. | 530 | 8 | 358.4 | .0063 | 34 |
| **Chittenden** | All mfg. & svcs. | 2,501 | 36 | 3,613.0 | .0631 | 59 |
| 3484 | Small arms | 1 | 1 | 359.5 | 10.0836 | 100 |
| 3674 | Semiconductors & related devices | 2 | 1 | 542.6 | 4.4364 | 100 |
| 8062 | General medical & surgical hospitals | 2 | 2 | 186.0 | .0877 | 100 |
| 8221 | Colleges & universities | 4 | 3 | 111.1 | .2374 | 100 |
| **Essex** | All mfg. & svcs. | 64 | 4 | 113.2 | .0020 | 58 |
| **Franklin** | All mfg. & svcs. | 479 | 9 | 776.4 | .0136 | 52 |
| **Grand Isle** | All mfg. & svcs. | 90 |  | 31.8 | .0006 | 0 |
| **Lamoille** | All mfg. & svcs. | 421 | 5 | 294.4 | .0051 | 19 |
| 7011 | Hotels & motels | 60 | 3 | 65.4 | .1415 | 58 |
| **Orange** | All mfg. & svcs. | 333 | 6 | 256.7 | .0045 | 28 |
| **Orleans** | All mfg. & svcs. | 373 | 7 | 315.2 | .0055 | 27 |
| **Rutland** | All mfg. & svcs. | 1,141 | 16 | 1,317.2 | .0230 | 50 |
| 3724 | Aircraft engines & engine parts | 2 | 1 | 279.2 | 2.5623 | 99 |
| **Washington** | All mfg. & svcs. | 1,164 | 15 | 1,385.0 | .0242 | 53 |

1987 S&MM Estimate

| County SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **VERMONT** (cont.) | | | | | | |
| **Windham** | **All mfg. & svcs.** | 830 | 21 | 1,064.2 | .0186 | 57 |
| **Windsor** | **All mfg. & svcs.** | 1,041 | 14 | 657.3 | .0115 | 23 |
| **STATE TOTAL** | **All mfg. & svcs.** | 10,194 | 167 | 11,510.6 | .2011 | 50 |
| **VIRGINIA** | | | | | | |
| **Accomack** | **All mfg. & svcs.** | 328 | 8 | 506.2 | .0088 | 57 |
| **Albemarle** | **All mfg. & svcs.** | 160 | 13 | 601.5 | .0105 | 82 |
| **Alexandria city** | **All mfg. & svcs.** | 3,556 | 37 | 4,293.2 | .0750 | 59 |
| **Alleghany** | **All mfg. & svcs.** | 49 | 2 | 57.5 | .0010 | 63 |
| **Amelia** | **All mfg. & svcs.** | 60 | 1 | 46.0 | .0008 | 17 |
| **Amherst** | **All mfg. & svcs.** | 259 | 3 | 194.6 | .0034 | 26 |
| **Appomattox** | **All mfg. & svcs.** | 137 | 3 | 131.0 | .0023 | 37 |
| **Arlington** | **All mfg. & svcs.** | 2,811 | 55 | 3,267.4 | .0571 | 49 |
| *4813* | *Nonradio telephone communications* | *4* | *1* | *110.1* | *.1111* | *92* |
| *7011* | *Hotel: & motels* | *36* | *8* | *111.8* | *.2418* | *62* |
| *8062* | *General medical & surgical hospitals* | *4* | *3* | *159.1* | *.0750* | *100* |
| *8742* | *Management consulting services* | *21* | *3* | *34.3* | *.3818* | *72* |
| **Augusta** | **All mfg. & svcs.** | 285 | 14 | 632.1 | .0110 | 61 |
| **Bath** | **All mfg. & svcs.** | 72 | 2 | 85.3 | .0015 | 37 |
| **Bedford** | **All mfg. & svcs.** | 161 | 2 | 189.9 | .0033 | 36 |
| **Bedford city** | **All mfg. & svcs.** | 215 | 8 | 283.8 | .0050 | 53 |
| **Bland** | **All mfg. & svcs.** | 30 | 3 | 254.4 | .0044 | 96 |
| **Botetourt** | **All mfg. & svcs.** | 232 | 6 | 265.6 | .0046 | 45 |
| **Bristol city** | **All mfg. & svcs.** | 446 | 22 | 862.8 | .0151 | 62 |
| **Brunswick** | **All mfg. & svcs.** | 169 | 5 | 165.4 | .0029 | 37 |
| **Buchanan** | **All mfg. & svcs.** | 248 | 2 | 285.4 | .0050 | 23 |
| **Buckingham** | **All mfg. & svcs.** | 67 | 1 | 46.6 | .0008 | 17 |
| **Buena Vista city** | **All mfg. & svcs.** | 92 | 6 | 158.4 | .0028 | 64 |
| **Campbell** | **All mfg. & svcs.** | 342 | 14 | 693.5 | .0121 | 83 |
| 2511 | Unupholstered wood household furniture | 2 | 2 | 137.3 | 1.5797 | 100 |
| **Caroline** | **All mfg. & svcs.** | 104 | 1 | 96.2 | .0017 | 6 |
| **Carroll** | **All mfg. & svcs.** | 172 | 3 | 134.6 | .0024 | 34 |
| **Charles City** | **All mfg. & svcs.** | 8 | | 3.1 | .0001 | 0 |
| **Charlotte** | **All mfg. & svcs.** | 131 | 2 | 92.8 | .0016 | 20 |
| **Charlottesville city** | **All mfg. & svcs.** | 1,546 | 21 | 1,637.0 | .0286 | 50 |
| 3661 | Telephone & telegraph apparatus | 4 | 4 | 112.9 | .5017 | 100 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *148.0* | *.0698* | *100* |
| **Chesapeake city** | **All mfg. & svcs.** | 1,130 | 17 | 1,076.6 | .0188 | 27 |
| **Chesterfield** | **All mfg. & svcs.** | 856 | 13 | 1,663.5 | .0291 | 76 |
| 2821 | Plastics materials & synthetic resins | 1 | 1 | 649.8 | 2.9195 | 100 |
| **Clarke** | **All mfg. & svcs.** | 85 | 3 | 129.6 | .0023 | 73 |
| **Clifton Forge city** | **All mfg. & svcs.** | 83 | 1 | 44.8 | .0008 | 11 |
| **Colonial Heights city** | **All mfg. & svcs.** | 213 | 3 | 147.9 | 0026 | 31 |
| **Covington city** | **All mfg. & svcs.** | 196 | 5 | 607.6 | .0106 | 80 |
| **Craig** | **All mfg. & svcs.** | 32 | 1 | 37.1 | .0006 | 13 |
| **Culpeper** | **All mfg. & svcs.** | 331 | 9 | 365.7 | .0064 | 34 |
| **Cumberland** | **All mfg. & svcs.** | 22 | | 7.2 | .0001 | 0 |
| **Danville city** | **All mfg. & svcs.** | 952 | 22 | 1,369.4 | .0239 | 63 |
| 2211 | Cotton-weaving mills | 1 | 1 | 82.6 | 1.4362 | 100 |
| 2261 | Cotton-finishing plants | 1 | 1 | 116.0 | 6.3078 | 100 |
| **Dickenson** | **All mfg. & svcs.** | 76 | 2 | 74.3 | .0013 | 23 |
| **Dinwiddie** | **All mfg. & svcs.** | 118 | 10 | 532.5 | .0093 | 62 |
| *8062* | *General medical & surgical hospitals* | *2* | *2* | *217.0* | *.1023* | *100* |
| **Emporia city** | **All mfg. & svcs.** | 241 | 7 | 203.3 | .0036 | 37 |
| **Essex** | **All mfg. & svcs.** | 135 | 3 | 153.6 | .0027 | 35 |
| **Fairfax** | **All mfg. & svcs.** | 5,878 | 87 | 10,227.7 | .1787 | 61 |
| 2047 | Dog & cat food | 1 | 1 | 108.3 | 2.5711 | 100 |
| 3764 | Space-propulsion units & parts | 1 | 1 | 50.1 | 2.0341 | 100 |
| *4813* | *Nonradio telephone communications* | *9* | *3* | *2,372.4* | *2.3932* | *99* |
| *6311* | *Life insurance* | *1* | *1* | *1,014.9* | *.8528* | *100* |
| *6531* | *Real-estate agents & managers* | *383* | | *301.8* | *.3409* | *0* |
| *7371* | *Computer programming services* | *12* | *3* | *304.1* | *11.9616* | *95* |
| *7374* | *Computer processing & data preparation* | *113* | *2* | *186.8* | *.9749* | *44* |
| *7389* | *Business services n.e.c.* | *181* | *2* | *103.0* | *.4548* | *35* |
| *8011* | *Offices & clinics of medical doctors* | *381* | | *148.2* | *.2200* | *0* |
| *8711* | *Engineering services* | *147* | *4* | *130.5* | *.4195* | *74* |
| *8731* | *Commercial physical research* | *26* | *6* | *286.7* | *2.7911* | *99* |
| *8733* | *Noncommercial research organizations* | *5* | *1* | *13.1* | *.3140* | *23* |
| *8741* | *Management services* | *147* | | *137.7* | *1.4314* | *0* |
| *8748* | *Business consulting services n.e.c.* | *104* | *3* | *203.6* | *1.7761* | *60* |
| **Fairfax city** | **All mfg. & svcs.** | 1,639 | 19 | 1,485.0 | .0259 | 40 |
| *8221* | *Colleges & universities* | *1* | *1* | *152.0* | *.3248* | *100* |
| **Falls Church city** | **All mfg. & svcs.** | 1,618 | 19 | 1,620.8 | .0283 | 56 |
| 3663 | Radio & TV communications equipment | 1 | 1 | 200.9 | 4.2460 | 100 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *268.0* | *.1264* | *100* |
| **Fauquier** | **All mfg. & svcs.** | 444 | 5 | 375.9 | .0066 | 25 |
| **Floyd** | **All mfg. & svcs.** | 106 | 4 | 130.4 | .0023 | 65 |
| **Fluvanna** | **All mfg. & svcs.** | 59 | 1 | 65.7 | .0011 | 58 |
| **Franklin** | **All mfg. & svcs.** | 347 | 15 | 608.2 | .0106 | 58 |
| **Franklin city** | **All mfg. & svcs.** | 173 | 6 | 770.3 | .0135 | 84 |
| 2421 | General sawmills & planing mills | 3 | 1 | 91.8 | .8810 | 95 |
| 2621 | Paper mills | 1 | 1 | 435.1 | 1.8939 | 100 |
| **Frederick** | **All mfg. & svcs.** | 173 | 4 | 172.1 | .0030 | 40 |
| **Fredericksburg city** | **All mfg. & svcs.** | 877 | 9 | 588.4 | .0103 | 29 |
| **Galax city** | **All mfg. & svcs.** | 234 | 12 | 430.7 | .0075 | 70 |
| **Giles** | **All mfg. & svcs.** | 160 | 6 | 193.2 | .0034 | 54 |
| 2823 | Cellulosic manmade fibers | 1 | 1 | 67.1 | 2.9511 | 100 |
| **Gloucester** | **All mfg. & svcs.** | 302 | 1 | 206.6 | .0036 | 7 |
| **Goochland** | **All mfg. & svcs.** | 95 | | 33.1 | .0006 | 0 |
| **Grayson** | **All mfg. & svcs.** | 115 | 6 | 128.6 | .0022 | 49 |
| **Greene** | **All mfg. & svcs.** | 35 | | 14.8 | .0003 | 0 |
| **Greensville** | **All mfg. & svcs.** | 2 | 1 | 10.2 | .0002 | 96 |
| **Halifax** | **All mfg. & svcs.** | 144 | 5 | 122.2 | .0021 | 64 |
| **Hampton city** | **All mfg. & svcs.** | 1,115 | 18 | 1,252.3 | .0219 | 40 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *171.0* | *.0807* | *100* |
| **Hanover** | **All mfg. & svcs.** | 657 | 9 | 657.8 | .0115 | 34 |
| *7996* | *Amusement parks* | *1* | *1* | *87.0* | *1.6621* | *100* |
| **Harrisonburg city** | **All mfg. & svcs.** | 725 | 24 | 983.8 | .0172 | 43 |
| **Henrico** | **All mfg. & svcs.** | 429 | 7 | 381.2 | .0067 | 30 |
| **Henry** | **All mfg. & svcs.** | 403 | 15 | 661.2 | .0119 | 70 |
| 2511 | Unupholstered wood household furniture | 9 | 5 | 348.9 | 4.0144 | 100 |
| **Highland** | **All mfg. & svcs.** | 36 | | 26.0 | .0005 | 0 |
| **Hopewell city** | **All mfg. & svcs.** | 332 | 7 | 1,073.4 | .0188 | 78 |
| **Isle of Wight** | **All mfg. & svcs.** | 172 | 2 | 539.9 | .0094 | 78 |
| 2011 | Meat-packing plants | 2 | 2 | 421.6 | .8623 | 100 |
| **James City** | **All mfg. & svcs.** | 24 | 2 | 86.9 | .0015 | 84 |
| **King and Queen** | **All mfg. & svcs.** | 38 | 1 | 28.4 | .0005 | 21 |
| **King George** | **All mfg. & svcs.** | 89 | 3 | 143.2 | .0025 | 70 |
| **King William** | **All mfg. & svcs.** | 101 | 1 | 88.7 | .0015 | 29 |
| **Lancaster** | **All mfg. & svcs.** | 218 | 3 | 183.9 | .0032 | 15 |
| **Lee** | **All mfg. & svcs.** | 161 | 4 | 138.1 | .0024 | 30 |
| **Lexington city** | **All mfg. & svcs.** | 180 | 2 | 171.9 | .0030 | 17 |
| **Loudoun** | **All mfg. & svcs.** | 894 | 9 | 825.8 | .0144 | 41 |
| **Louisa** | **All mfg. & svcs.** | 141 | 5 | 113.1 | .0020 | 40 |
| **Lunenburg** | **All mfg. & svcs.** | 110 | 5 | 140.5 | .0025 | 28 |
| **Lynchburg city** | **All mfg. & svcs.** | 1,358 | 48 | 2,793.6 | .0488 | 63 |
| 3699 | Electrical equipment & supplies n.e.c. | 1 | 1 | 263.8 | 1.4286 | 100 |
| *8221* | *Colleges & universities* | *5* | *4* | *195.9* | *.4186* | *100* |
| **Madison** | **All mfg. & svcs.** | 96 | 1 | 52.9 | .0009 | 16 |
| **Manassas city** | **All mfg. & svcs.** | 711 | 3 | 423.5 | .0074 | 16 |
| **Manassas Park city** | **All mfg. & svcs.** | 153 | | 68.0 | .0012 | 0 |
| **Martinsville city** | **All mfg. & svcs.** | 629 | 26 | 2,071.2 | .0362 | 74 |
| 2253 | Knit-outerwear mills | 5 | 3 | 305.8 | 9.5877 | 99 |
| 2321 | Men's & boys' shirts | 2 | 2 | 80.5 | 3.0288 | 100 |
| 2511 | Unupholstered wood household furniture | 5 | 5 | 156.0 | 1.7949 | 100 |
| 2824 | Noncellulosic manmade organic fibers | 1 | 1 | 640.1 | 9.0215 | 100 |
| **Mathews** | **All mfg. & svcs.** | 104 | 1 | 47.1 | .0008 | 11 |
| **Mecklenburg** | **All mfg. & svcs.** | 397 | 13 | 395.1 | .0069 | 46 |
| **Middlesex** | **All mfg. & svcs.** | 159 | | 82.2 | .0014 | 0 |
| **Montgomery** | **All mfg. & svcs.** | 717 | 12 | 1,070.3 | .0187 | 67 |
| *8221* | *Colleges & universities* | *1* | *1* | *509.0* | *1.0877* | *100* |
| **Nelson** | **All mfg. & svcs.** | 113 | 2 | 115.8 | .0020 | 35 |
| **New Kent** | **All mfg. & svcs.** | 43 | 1 | 44.5 | .0008 | 25 |
| **Newport News city** | **All mfg. & svcs.** | 1,730 | 35 | 3,225.8 | .0564 | 73 |
| 3731 | Ship building & repairing | 2 | 2 | 1,377.8 | 20.0436 | 100 |
| *8062* | *General medical & surgical hospitals* | *8* | *5* | *146.1* | *.0689* | *99* |
| **Norfolk city** | **All mfg. & svcs.** | 3,866 | 78 | 6,506.6 | .1137 | 56 |
| 3731 | Ship building & repairing | 9 | 6 | 107.0 | 1.5566 | 94 |
| *4412* | *Deep-sea foreign transport of freight* | *89* | *3* | *261.0* | *4.8812* | *50* |
| *4491* | *Marine cargo handling* | *26* | *4* | *249.3* | *8.9670* | *72* |
| *4581* | *Airports, flying fields, & services* | *5* | *1* | *272.3* | *.8872* | *100* |
| *8011* | *Offices & clinics of medical doctors* | *310* | | *155.0* | *.2301* | *0* |
| *8062* | *General medical & surgical hospitals* | *12* | *6* | *364.3* | *.1718* | *99* |
| **Northampton** | **All mfg. & svcs.** | 169 | 7 | 321.2 | .0056 | 70 |
| **Northumberland** | **All mfg. & svcs.** | 133 | 2 | 124.3 | .0022 | 44 |
| **Norton city** | **All mfg. & svcs.** | 140 | 3 | 134.1 | .0023 | 32 |
| **Nottoway** | **All mfg. & svcs.** | 209 | 9 | 210.0 | .0037 | 46 |
| **Orange** | **All mfg. & svcs.** | 215 | 7 | 336.7 | .0059 | 45 |
| **Page** | **All mfg. & svcs.** | 209 | 9 | 278.7 | .0049 | 66 |
| **Patrick** | **All mfg. & svcs.** | 150 | 7 | 197.2 | .0034 | 61 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Petersburg city** | **All mfg. & svcs.** | **767** | **7** | **497.4** | **.0087** | **26** |
| **Pittsylvania** | **All mfg. & svcs.** | **311** | **6** | **242.2** | **.0042** | **31** |
| **Poquoson city** | **All mfg. & svcs.** | **95** | | **40.0** | **.0007** | **0** |
| **Portsmouth city** | **All mfg. & svcs.** | **1,142** | **17** | **1,843.4** | **.0322** | **61** |
| 3651 | Household audio & video equipment | 1 | 1 | 511.9 | 5.2276 | 100 |
| 8062 | General medical & surgical hospitals | 3 | 3 | 263.0 | .1240 | 100 |
| 8222 | Junior colleges & technical institutes | 1 | 1 | 82.0 | .9866 | 100 |
| **Powhatan** | **All mfg. & svcs.** | **60** | | **41.0** | **.0007** | **0** |
| **Prince Edward** | **All mfg. & svcs.** | **203** | **6** | **185.0** | **.0032** | **43** |
| **Prince George** | **All mfg. & svcs.** | **65** | | **61.7** | **.0011** | **0** |
| **Prince William** | **All mfg. & svcs.** | **1,039** | **10** | **970.4** | **.0170** | **48** |
| 3679 | Electronic components n.e.c. | 1 | 1 | 235.1 | 1.1376 | 100 |
| **Pulaski** | **All mfg. & svcs.** | **325** | **15** | **665.2** | **.0116** | **72** |
| 2511 | Unupholstered wood household furniture | 3 | 3 | 125.7 | 1.4463 | 100 |
| **Radford city** | **All mfg. & svcs.** | **257** | **12** | **849.8** | **.0148** | **82** |
| 2892 | Explosives | 2 | 2 | 193.8 | 16.7170 | 100 |
| **Rappahannock** | **All mfg. & svcs.** | **49** | **1** | **29.6** | **.0005** | **26** |
| **Richmond** | **All mfg. & svcs.** | **126** | **2** | **178.4** | **.0031** | **45** |
| **Richmond city** | **All mfg. & svcs.** | **8,126** | **164** | **27,858.4** | **.4867** | **80** |
| 2111 | Cigarettes | 4 | 2 | 6,770.5 | 33.0980 | 100 |
| 2759 | Commercial printing n.e.c. | 64 | 4 | 67.8 | .5016 | 74 |
| 3353 | Aluminum sheet, plate, & foil | 5 | 4 | 183.1 | 3.0917 | 100 |
| 3679 | Electronic components n.e.c. | 2 | 1 | 220.5 | 1.0670 | 100 |
| 4213 | Nonlocal trucking | 47 | 3 | 585.1 | .9780 | 87 |
| 4813 | Nonradio telephone communications | 7 | 2 | 1,056.8 | 1.0661 | 96 |
| 4911 | Electric services | 4 | 2 | 80.4 | .0552 | 82 |
| 4931 | Electric & other services combined | 1 | 1 | 2,500.9 | 8.5280 | 100 |
| 6021 | National commercial banks | 9 | 4 | 355.7 | .2994 | 90 |
| 6022 | State commercial banks | 3 | 1 | 4,279.2 | 5.1496 | 100 |
| 6411 | Insurance agents, brokers, & service | 459 | | 327.5 | .3750 | 0 |
| 6531 | Real estate agents & managers | 314 | | 184.6 | .2085 | 0 |
| 7011 | Hotels & motels | 68 | 5 | 45.3 | .0980 | 52 |
| 7389 | Business services n.e.c. | 149 | | 16.1 | .0711 | 0 |
| 8011 | Offices & clinics of medical doctors | 731 | | 274.1 | .3327 | 0 |
| 8062 | General medical & surgical hospitals | 18 | 11 | 1,215.0 | .5731 | 99 |
| 8111 | Legal services | 551 | 5 | 371.5 | .6093 | 23 |
| 8211 | Elementary & secondary schools | 157 | | 87.1 | .1397 | 0 |
| 8641 | Civic & social associations | 165 | | 65.8 | .5187 | 0 |
| 8661 | Religious organizations | 358 | | 143.2 | .2651 | 0 |
| **Roanoke** | **All mfg. & svcs.** | **302** | **6** | **388.9** | **.0068** | **52** |
| **Roanoke city** | **All mfg. & svcs.** | **2,723** | **48** | **4,702.3** | **.0822** | **62** |
| 4911 | Electric services | 2 | 1 | 1,280.1 | .8791 | 100 |
| 8011 | Offices & clinics of medical doctors | 273 | | 179.9 | .2225 | 0 |
| 8062 | General medical & surgical hospitals | 3 | 2 | 193.0 | .0910 | 99 |
| **Rockbridge** | **All mfg. & svcs.** | **81** | **3** | **86.1** | **.0015** | **50** |
| **Rockingham** | **All mfg. & svcs.** | **410** | **12** | **611.3** | **.0107** | **63** |
| **Russell** | **All mfg. & svcs.** | **162** | **5** | **204.8** | **.0036** | **59** |
| **Salem city** | **All mfg. & svcs.** | **504** | **20** | **1,074.1** | **.0188** | **75** |
| 3625 | Relays & industrial controls | 1 | 1 | 225.8 | 3.1435 | 100 |
| 8062 | General medical & surgical hospitals | 2 | 2 | 195.7 | .0923 | 100 |
| **Scott** | **All mfg. & svcs.** | **168** | **5** | **234.0** | **.0041** | **57** |
| **Shenandoah** | **All mfg. & svcs.** | **394** | **16** | **640.9** | **.0112** | **59** |
| **Smyth** | **All mfg. & svcs.** | **369** | **24** | **721.4** | **.0126** | **70** |
| **Southampton** | **All mfg. & svcs.** | **102** | **4** | **135.8** | **.0024** | **54** |
| **South Boston city** | **All mfg. & svcs.** | **227** | **10** | **434.6** | **.0076** | **63** |
| **Spotsylvania** | **All mfg. & svcs.** | **170** | **7** | **308.4** | **.0054** | **58** |
| **Stafford** | **All mfg. & svcs.** | **161** | **3** | **133.5** | **.0023** | **30** |
| **Staunton city** | **All mfg. & svcs.** | **465** | **5** | **474.2** | **.0083** | **43** |
| 4213 | Nonlocal trucking | 5 | 1 | 79.8 | .1334 | 93 |
| **Suffolk city** | **All mfg. & svcs.** | **519** | **11** | **920.9** | **.0161** | **56** |
| **Surry** | **All mfg. & svcs.** | **47** | | **48.7** | **.0009** | **0** |
| **Sussex** | **All mfg. & svcs.** | **144** | **3** | **167.7** | **.0029** | **41** |
| **Tazewell** | **All mfg. & svcs.** | **514** | **8** | **425.4** | **.0074** | **26** |
| **Virginia Beach city** | **All mfg. & svcs.** | **3,694** | **18** | **2,398.5** | **.0419** | **18** |
| 7011 | Hotels & motels | 141 | 2 | 78.0 | .1687 | 23 |
| **Warren** | **All mfg. & svcs.** | **338** | **7** | **456.9** | **.0080** | **62** |
| **Washington** | **All mfg. & svcs.** | **435** | **7** | **406.3** | **.0071** | **31** |
| **Waynesboro city** | **All mfg. & svcs.** | **436** | **9** | **654.0** | **.0114** | **66** |
| 3625 | Relays & industrial controls | 2 | 1 | 46.0 | .64[illegible] | 97 |
| **Westmoreland** | **All mfg. & svcs.** | **167** | **3** | **145.7** | **.0025** | **34** |
| **Williamsburg city** | **All mfg. & svcs.** | **606** | **18** | **1,343.1** | **.0235** | **71** |
| 7011 | Hotels & motels | 75 | 7 | 95.6 | .2068 | 56 |
| 8221 | Colleges & universities | 2 | 1 | 112.9 | .2413 | 99 |
| **Winchester city** | **All mfg. & svcs.** | **677** | **24** | **1,606.8** | **.0281** | **58** |
| **Wise** | **All mfg. & svcs.** | **343** | **6** | **550.0** | **.0096** | **62** |
| **Wythe** | **All mfg. & svcs.** | **281** | **11** | **335.9** | **.0059** | **62** |
| **York** | **All mfg. & svcs.** | **251** | **2** | **209.2** | **.0037** | **58** |
| **STATE TOTAL** | **All mfg. & svcs.** | **72,932** | **1,446** | **117,878.1** | **2.0595** | **62** |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **WASHINGTON** | | | | | | |
| **Adams** | **All mfg. & svcs.** | **120** | **1** | **123.4** | **.0022** | **39** |
| **Asotin** | **All mfg. & svcs.** | **279** | **2** | **124.8** | **.0022** | **10** |
| **Benton** | **All mfg. & svcs.** | **1,591** | **19** | **1,539.1** | **.0269** | **48** |
| 4911 | Electric services | 7 | 5 | 327.2 | .2247 | 88 |
| **Chelan** | **All mfg. & svcs.** | **533** | **9** | **696.3** | **.0122** | **43** |
| **Clallam** | **All mfg. & svcs.** | **1,110** | **9** | **619.9** | **.0108** | **25** |
| **Clark** | **All mfg. & svcs.** | **2,655** | **38** | **2,759.4** | **.0482** | **50** |
| 8062 | General medical & surgical hospitals | 4 | 3 | 163.0 | .0769 | 99 |
| **Columbia** | **All mfg. & svcs.** | **58** | **1** | **64.8** | **.0011** | **46** |
| **Cowlitz** | **All mfg. & svcs.** | **1,211** | **21** | **2,426.9** | **.0424** | **72** |
| 2411 | Logging | 23 | 2 | 487.5 | 12.8222 | 89 |
| 2611 | Pulp mills | 1 | 1 | 346.7 | 6.6722 | 100 |
| **Douglas** | **All mfg. & svcs.** | **876** | **3** | **473.5** | **.0083** | **7** |
| **Ferry** | **All mfg. & svcs.** | **80** | **1** | **52.0** | **.0009** | **27** |
| **Franklin** | **All mfg. & svcs.** | **376** | **11** | **858.7** | **.0150** | **74** |
| **Garfield** | **All mfg. & svcs.** | **23** | | **23.3** | **.0004** | **0** |
| **Grant** | **All mfg. & svcs.** | **1,064** | **8** | **803.5** | **.0140** | **44** |
| **Grays Harbor** | **All mfg. & svcs.** | **1,206** | **17** | **1,108.2** | **.0194** | **48** |
| **Island** | **All mfg. & svcs.** | **650** | **2** | **249.2** | **.0044** | **9** |
| **Jefferson** | **All mfg. & svcs.** | **368** | **2** | **196.8** | **.0034** | **6** |
| **King** | **All mfg. & svcs.** | **27,629** | **392** | **43,652.9** | **.7627** | **61** |
| 2051 | Bread, cake, & related products | 32 | 6 | 171.3 | .8902 | 83 |
| 2711 | Newspapers | 79 | 5 | 248.3 | .8899 | 73 |
| 2752 | Commercial lithographic printing | 126 | 3 | 165.1 | .7472 | 16 |
| 3089 | Plastics products n.e.c. | 84 | 4 | 235.9 | .7241 | 62 |
| 3531 | Construction machinery | 15 | 3 | 605.1 | 4.0657 | 92 |
| 3599 | Industrial machinery n.e.c. | 223 | 3 | 190.3 | .9971 | 17 |
| 3669 | Communications equipment n.e.c. | 3 | 2 | 267.0 | 9.7781 | 95 |
| 3699 | Electrical equipment & supplies n.e.c. | 24 | 2 | 695.8 | 3.7681 | 97 |
| 3721 | Aircraft | 5 | 5 | 5,580.0 | 14.1050 | 100 |
| 3731 | Ship building & repairing | 9 | 4 | 248.6 | 3.6165 | 98 |
| 3761 | Guided missiles & space vehicles | 2 | 2 | 1,448.4 | 11.1600 | 100 |
| 3769 | Space vehicle equipment n.e.c. | 1 | | 511.1 | 11.8379 | 100 |
| 4212 | Local trucking without storage | 52 | 5 | 393.1 | .8110 | 63 |
| 4213 | Nonlocal trucking | 169 | 1 | 220.3 | .3682 | 7 |
| 4512 | Scheduled air transportation | 14 | 2 | 343.7 | 1.0129 | 81 |
| 4731 | Arrangement of freight transportation | 185 | 4 | 584.5 | 3.8066 | 31 |
| 4813 | Nonradio telephone communications | 21 | 3 | 1,906.2 | 1.9229 | 93 |
| 4911 | Electric services | 8 | 4 | 764.9 | .5253 | 97 |
| 6021 | National commercial banks | 7 | 3 | 1,316.0 | 1.1077 | 95 |
| 6036 | Nonfederal savings institutions | 97 | 2 | 710.5 | .6723 | 58 |
| 6211 | Security brokers & dealers | 158 | 3 | 1,317.5 | .9949 | 23 |
| 6311 | Life insurance | 16 | 6 | 3,263.4 | 2.7421 | 98 |
| 6324 | Hospital & medical service plans | 4 | 3 | 337.0 | 2.3002 | 98 |
| 6411 | Insurance agents, brokers, & service | 1,131 | 3 | 795.8 | .9113 | 7 |
| 6531 | Real estate agents & managers | 1,091 | | 1,014.4 | 1.1460 | 0 |
| 7011 | Hotels & motels | 291 | 25 | 398.7 | .8623 | 56 |
| 7231 | Beauty shops | 946 | | 97.3 | .6220 | 0 |
| 7291 | Tax return preparation services | 132 | | 64.5 | 1.0739 | 0 |
| 7311 | Advertising agencies | 198 | 3 | 381.1 | .8720 | 20 |
| 7336 | Commercial art & graphic design | 273 | | 122.2 | 2.6909 | 0 |
| 7349 | Building maintenance services n.e.c. | 268 | 1 | 75.9 | 1.1439 | 39 |
| 7372 | Prepackaged software | 161 | 4 | 252.5 | 2.0496 | 85 |
| 7374 | Computer processing & data preparation | 154 | 3 | 214.3 | 1.1184 | 22 |
| 7384 | Photofinishing laboratories | 141 | 1 | 28.6 | .6840 | 21 |
| 7389 | Business services n.e.c. | 606 | 4 | 176.7 | .7801 | 30 |
| 7532 | Top & body repair & paint shops | 289 | | 109.0 | .8188 | 0 |
| 7538 | General automotive repair shops | 497 | | 104.4 | .4476 | 0 |
| 7699 | Repair services n.e.c. | 306 | | 144.0 | .9961 | 0 |
| 7991 | Physical fitness facilities | 146 | | 69.1 | 1.4714 | 0 |
| 8011 | Offices & clinics of medical doctors | 1,303 | 1 | 383.1 | .5687 | 0 |
| 8021 | Offices & clinics of dentists | 1,065 | | 213.2 | .8186 | 0 |
| 8049 | Offices of health practitioners n.e.c. | 492 | | 49.8 | .5389 | 0 |
| 8059 | Nursing & personal care n.e.c. | 127 | 21 | 51.3 | .7805 | 70 |
| 8062 | General medical & surgical hospitals | 29 | 18 | 1,043.1 | .4920 | 99 |
| 8111 | Legal services | 1,212 | 13 | 711.6 | 1.1671 | 22 |
| 8211 | Elementary & secondary schools | 486 | | 274.2 | .4397 | 0 |
| 8221 | Colleges & universities | 10 | 4 | 166.7 | .2562 | 95 |
| 8641 | Civic & social associations | 232 | | 92.7 | .7308 | 0 |
| 8661 | Religious organizations | 976 | | 293.4 | .5432 | 0 |
| 8711 | Engineering services | 475 | 7 | 492.0 | 1.5814 | 20 |
| 8712 | Architectural services | 393 | 1 | 297.1 | 2.3800 | 3 |
| 8721 | Accounting, auditing, & bookkeeping | 614 | 7 | 370.2 | 1.3150 | 36 |
| 8741 | Management services | 257 | | 165.5 | 1.7204 | 0 |
| 8742 | Management consulting services | 230 | | 150.8 | 1.6785 | 0 |
| 8748 | Business consulting services n.e.c. | 234 | 2 | 168.0 | 1.4656 | 10 |
| **Kitsap** | **All mfg. & svcs.** | **2,136** | **9** | **1,255.9** | **.0219** | **13** |
| **Kittitas** | **All mfg. & svcs.** | **490** | **2** | **317.6** | **.0055** | **17** |

1987 S&MM Estimate

## WASHINGTON (cont.)

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Klickitat** | All mfg. & svcs. | 288 | 2 | 155.1 | .0027 | 17 |
| **Lewis** | All mfg. & svcs. | 989 | 11 | 828.9 | .0145 | 37 |
| **Lincoln** | All mfg. & svcs. | 164 | 1 | 86.3 | .0015 | 1 |
| **Mason** | All mfg. & svcs. | 352 | 3 | 189.6 | .0033 | 9 |
| **Okanogan** | All mfg. & svcs. | 628 | 4 | 349.2 | .0061 | 19 |
| **Pacific** | All mfg. & svcs. | 419 | 2 | 252.1 | .0044 | 11 |
| **Pend Oreille** | All mfg. & svcs. | 177 | 1 | 152.8 | .0027 | 20 |
| **Pierce** | All mfg. & svcs. | 7,372 | 83 | 9,208.6 | .1609 | 60 |
| *8011* | *Offices & clinics of medical doctors* | *435* | | *128.8* | *.1912* | *0* |
| *8062* | *General medical & surgical hospitals* | *14* | *7* | *391.3* | *.1846* | *97* |
| *8211* | *Elementary & secondary schools* | *118* | | *112.4* | *.1802* | *0* |
| *8661* | *Religious organizations* | *10* | | *82.6* | *.1529* | *0* |
| **San Juan** | All mfg. & svcs. | 402 | 1 | 211.6 | .0037 | 2 |
| **Skagit** | All mfg. & svcs. | 1,438 | 14 | 2,095.7 | .0366 | 67 |
| **Skamania** | All mfg. & svcs. | 89 | 1 | 100.5 | .0018 | 36 |
| **Snohomish** | All mfg. & svcs. | 4,845 | 45 | 5,197.0 | .0908 | 53 |
| 3721 | Aircraft | 3 | 1 | 1,060.1 | 2.6797 | 99 |
| 3825 | Electricity measuring instruments | 3 | 2 | 283.7 | 4.1554 | 100 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *170.0* | *.0802* | *98* |
| *8661* | *Religious organizations* | *279* | | *83.9* | *.1553* | *0* |
| **Spokane** | All mfg. & svcs. | 6,068 | 80 | 7,137.1 | .1247 | 50 |
| 3577 | Computer peripheral equipment n.e.c. | 4 | 3 | 265.7 | .9331 | 100 |
| *7011* | *Hotels & motels* | *93* | *5* | *76.5* | *.1655* | *43* |
| *8011* | *Offices & clinics of medical doctors* | *325* | | *158.6* | *.2354* | *0* |
| *8062* | *General medical & surgical hospitals* | *12* | *7* | *383.3* | *.1808* | *99* |
| *8211* | *Elementary & secondary schools* | *161* | | *89.9* | *.1442* | *0* |
| *8221* | *Colleges & universities* | *7* | *4* | *149.9* | *.3203* | *98* |
| *8322* | *Individual & family social services* | *133* | | *55.6* | *.4182* | *0* |
| *8661* | *Religious organizations* | *327* | | *98.1* | *.1816* | *0* |
| **Stevens** | All mfg. & svcs. | 306 | 4 | 237.7 | .0042 | 34 |
| **Thurston** | All mfg. & svcs. | 2,070 | 22 | 1,610.5 | .0281 | 33 |
| **Wahkiakum** | All mfg. & svcs. | 40 | 1 | 63.2 | .0011 | 43 |
| **Walla Walla** | All mfg. & svcs. | 746 | 14 | 764.3 | .0134 | 48 |
| **Whatcom** | All mfg. & svcs. | 2,112 | 21 | 2,327.0 | .0408 | 49 |
| **Whitman** | All mfg. & svcs. | 459 | 3 | 424.2 | .0074 | 58 |
| *8221* | *Colleges & universities* | *1* | *1* | *229.0* | *.4894* | *100* |
| **Yakima** | All mfg. & svcs. | 2,796 | 21 | 2,223.6 | .0388 | 22 |
| **STATE TOTAL** | All mfg. & svcs. | 74,215 | 881 | 90,971.2 | 1.5894 | 55 |

## WEST VIRGINIA

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Barbour** | All mfg. & svcs. | 133 | 1 | 100.9 | .0018 | 10 |
| **Berkeley** | All mfg. & svcs. | 589 | 15 | 735.7 | .0129 | 59 |
| **Boone** | All mfg. & svcs. | 208 | 1 | 101.7 | .0018 | 5 |
| **Braxton** | All mfg. & svcs. | 142 | 2 | 111.7 | .0020 | 12 |
| **Brooke** | All mfg. & svcs. | 197 | 4 | 265.1 | .0046 | 47 |
| **Cabell** | All mfg. & svcs. | 1,759 | 24 | 1,996.7 | .0349 | 37 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *154.2* | *.0727* | *99* |
| **Calhoun** | All mfg. & svcs. | 54 | 1 | 54.9 | .0010 | 21 |
| **Clay** | All mfg. & svcs. | 54 | | 33.9 | .0006 | 0 |
| **Doddridge** | All mfg. & svcs. | 44 | | 21.9 | .0004 | 0 |
| **Fayette** | All mfg. & svcs. | 499 | 6 | 515.3 | .0090 | 47 |
| **Gilmer** | All mfg. & svcs. | 58 | 2 | 72.7 | .0013 | 65 |
| **Grant** | All mfg. & svcs. | 114 | 2 | 147.0 | .0026 | 50 |
| **Greenbrier** | All mfg. & svcs. | 409 | 6 | 395.9 | .0069 | 34 |
| **Hampshire** | All mfg. & svcs. | 152 | | 76.8 | .0013 | 0 |
| **Hancock** | All mfg. & svcs. | 506 | 9 | 1,820.8 | .0318 | 82 |
| 3312 | Blast furnaces & steel mills | 2 | 1 | 1,152.5 | 4.2034 | 100 |
| **Hardy** | All mfg. & svcs. | 96 | 2 | 124.2 | .0022 | 55 |
| **Harrison** | All mfg. & svcs. | 1,003 | 17 | 1,956.6 | .0342 | 67 |
| **Jackson** | All mfg. & svcs. | 243 | 2 | 629.1 | .0110 | 78 |
| **Jefferson** | All mfg. & svcs. | 295 | 7 | 414.4 | .0072 | 63 |
| **Kanawha** | All mfg. & svcs. | 3,193 | 44 | 6,478.0 | .1132 | 68 |
| 2869 | Industrial organic chemicals n.e.c. | 7 | 4 | 1,252.9 | 4.9736 | 98 |
| *8062* | *General medical & surgical hospitals* | *7* | *5* | *261.0* | *.1231* | *98* |
| *8731* | *Commercial physical research* | *1* | *1* | *74.8* | *.7282* | *100* |
| **Lewis** | All mfg. & svcs. | 164 | 5 | 267.0 | .0047 | 34 |
| **Lincoln** | All mfg. & svcs. | 101 | | 107.7 | .0019 | 0 |
| **Logan** | All mfg. & svcs. | 462 | 5 | 343.0 | .0060 | 25 |
| **McDowell** | All mfg. & svcs. | 255 | 2 | 181.1 | .0032 | 12 |
| **Marion** | All mfg. & svcs. | 739 | 9 | 838.2 | .0146 | 41 |
| **Marshall** | All mfg. & svcs. | 314 | 6 | 507.6 | .0089 | 46 |
| **Mason** | All mfg. & svcs. | 233 | 10 | 583.7 | .0102 | 72 |
| **Mercer** | All mfg. & svcs. | 778 | 12 | 774.9 | .0135 | 35 |
| **Mineral** | All mfg. & svcs. | 258 | 5 | 259.3 | .0045 | 38 |
| **Mingo** | All mfg. & svcs. | 346 | 1 | 219.7 | .0038 | 6 |
| **Monongalia** | All mfg. & svcs. | 910 | 17 | 1,364.8 | .0238 | 66 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *209.0* | *.0986* | *100* |
| *8221* | *Colleges & universities* | *1* | *1* | *325.0* | *.6945* | *100* |
| **Monroe** | All mfg. & svcs. | 106 | 2 | 88.2 | .0015 | 23 |
| **Morgan** | All mfg. & svcs. | 125 | 2 | 92.5 | .0016 | 20 |
| **Nicholas** | All mfg. & svcs. | 270 | 5 | 253.4 | .0044 | 35 |
| **Ohio** | All mfg. & svcs. | 1,095 | 23 | 1,288.7 | .0225 | 45 |
| *8062* | *General medical & surgical hospitals* | *3* | *2* | *114.4* | *.0540* | *100* |
| **Pendleton** | All mfg. & svcs. | 51 | 1 | 54.0 | .0009 | 53 |
| **Pleasants** | All mfg. & svcs. | 83 | 5 | 800.8 | .0140 | 92 |
| **Pocahontas** | All mfg. & svcs. | 102 | 7 | 130.2 | .0023 | 64 |
| **Preston** | All mfg. & svcs. | 260 | 4 | 310.5 | .0054 | 21 |
| **Putnam** | All mfg. & svcs. | 320 | 2 | 236.7 | .0041 | 14 |
| **Raleigh** | All mfg. & svcs. | 924 | 10 | 737.4 | .0129 | 31 |
| *8062* | *General medical & surgical hospitals* | *6* | *6* | *181.4* | *.0856* | *100* |
| **Randolph** | All mfg. & svcs. | 317 | 4 | 204.5 | .0036 | 16 |
| **Ritchie** | All mfg. & svcs. | 123 | 2 | 133.3 | .0023 | 19 |
| **Roane** | All mfg. & svcs. | 131 | 5 | 209.2 | .0037 | 24 |
| **Summers** | All mfg. & svcs. | 137 | 1 | 74.7 | .0013 | 13 |
| **Taylor** | All mfg. & svcs. | 149 | 6 | 237.1 | .0041 | 65 |
| **Tucker** | All mfg. & svcs. | 94 | 3 | 125.7 | .0022 | 49 |
| **Tyler** | All mfg. & svcs. | 77 | 1 | 114.4 | .0020 | 65 |
| **Upshur** | All mfg. & svcs. | 226 | 3 | 263.0 | .0046 | 45 |
| **Wayne** | All mfg. & svcs. | 216 | 3 | 893.5 | .0156 | 79 |
| **Webster** | All mfg. & svcs. | 60 | | 35.7 | .0006 | 0 |
| **Wetzel** | All mfg. & svcs. | 230 | 7 | 1,225.2 | .0214 | 92 |
| **Wirt** | All mfg. & svcs. | 35 | 1 | 18.5 | .0003 | 43 |
| **Wood** | All mfg. & svcs. | 1,153 | 21 | 2,827.4 | .0494 | 69 |
| 2819 | Industrial inorganic chemicals n.e.c. | 1 | 1 | 340.8 | 1.9636 | 100 |
| 2821 | Plastics materials & synthetic resins | 2 | 2 | 1,080.2 | 4.8532 | 100 |
| **Wyoming** | All mfg. & svcs. | 237 | | 109.5 | .0019 | 0 |
| **STATE TOTAL** | All mfg. & svcs. | 20,829 | 335 | 31,964.4 | .5585 | 53 |

## WISCONSIN

| County<br>SIC | Industry | Establishments Total | Establishments Large | Shipments/ Receipts ($ Mil.) | % Of U.S. Ship./ Recpt. | % In Large Estab. |
|---|---|---|---|---|---|---|
| **Adams** | All mfg. & svcs. | 126 | 2 | 102.5 | .0018 | 27 |
| **Ashland** | All mfg. & svcs. | 318 | 9 | 481.2 | .0084 | 53 |
| **Barron** | All mfg. & svcs. | 757 | 14 | 908.5 | .0159 | 34 |
| **Bayfield** | All mfg. & svcs. | 245 | | 136.5 | .0024 | 0 |
| **Brown** | All mfg. & svcs. | 2,611 | 75 | 6,662.6 | .1164 | 69 |
| 2653 | Corrugated & solid fiber boxes | 2 | 2 | 151.8 | 1.2541 | 100 |
| 2676 | Sanitary paper products | 6 | 4 | 1,494.7 | 14.7598 | 96 |
| *4213* | *Nonlocal trucking* | *31* | *3* | *236.3* | *.3950* | *84* |
| **Buffalo** | All mfg. & svcs. | 193 | 1 | 143.1 | .0025 | 6 |
| **Burnett** | All mfg. & svcs. | 179 | 2 | 134.9 | .0024 | 19 |
| **Calumet** | All mfg. & svcs. | 338 | 11 | 832.1 | .0145 | 65 |
| **Chippewa** | All mfg. & svcs. | 709 | 16 | 2,137.1 | .0373 | 75 |
| 3571 | Electronic computers | 1 | 1 | 547.3 | 2.8605 | 100 |
| **Clark** | All mfg. & svcs. | 453 | 3 | 464.1 | .0081 | 11 |
| **Columbia** | All mfg. & svcs. | 914 | 17 | 783.4 | .0137 | 38 |
| **Crawford** | All mfg. & svcs. | 237 | 5 | 355.1 | .0062 | 50 |
| **Dane** | All mfg. & svcs. | 5,809 | 107 | 9,546.0 | .1668 | 59 |
| 2011 | Meat-packing plants | 1 | 1 | 1,132.2 | 2.3157 | 100 |
| *4911* | *Electric services* | *9* | *1* | *499.7* | *.3432* | *77* |
| *7011* | *Hotels & motels* | *71* | *4* | *73.1* | *.1581* | *37* |
| *8011* | *Offices & clinics of medical doctors* | *257* | | *215.5* | *.3199* | *0* |
| *8062* | *General medical & surgical hospitals* | *8* | *7* | *602.5* | *.2842* | *100* |
| *8641* | *Civic & social associations* | *139* | *1* | *58.3* | *.4596* | *5* |
| *8661* | *Religious organizations* | *233* | | *93.2* | *.1726* | *0* |
| **Dodge** | All mfg. & svcs. | 802 | 17 | 1,232.2 | .0215 | 54 |
| **Door** | All mfg. & svcs. | 582 | 8 | 485.4 | .0085 | 43 |
| 3731 | Ship building & repairing | 2 | 2 | 81.3 | 1.1827 | 100 |
| **Douglas** | All mfg. & svcs. | 657 | 11 | 697.4 | .0122 | 50 |
| **Dunn** | All mfg. & svcs. | 394 | 4 | 562.8 | .0098 | 53 |
| *8221* | *Colleges & universities* | *1* | *1* | *152.0* | *.3248* | *100* |
| **Eau Claire** | All mfg. & svcs. | 1,341 | 21 | 1,847.4 | .0323 | 59 |
| *8221* | *Colleges & universities* | *2* | *1* | *152.9* | *.3268* | *99* |
| **Florence** | All mfg. & svcs. | 49 | | 29.2 | .0005 | 0 |
| **Fond du Lac** | All mfg. & svcs. | 1,332 | 34 | 1,881.0 | .0329 | 58 |
| 3519 | Internal-combustion engines n.e.c. | 2 | 1 | 333.9 | 3.8035 | 97 |
| **Forest** | All mfg. & svcs. | 150 | | 67.5 | .0012 | 0 |
| **Grant** | All mfg. & svcs. | 799 | 14 | 860.7 | .0150 | 29 |
| **Green** | All mfg. & svcs. | 535 | 11 | 719.4 | .0126 | 44 |
| **Green Lake** | All mfg. & svcs. | 372 | 9 | 388.6 | .0068 | 48 |
| **Iowa** | All mfg. & svcs. | 260 | 4 | 225.2 | .0039 | 21 |

1987 S&MM Estimate

| County<br>SIC | Industry | Establishments<br>Total | Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Iron** | **All mfg. & svcs.** | **133** | | **71.2** | **.0012** | **0** |
| **Jackson** | **All mfg. & svcs.** | **192** | **2** | **150.1** | **.0026** | **5** |
| **Jefferson** | **All mfg. & svcs.** | **1,027** | **32** | **1,738.3** | **.0304** | **60** |
| **Juneau** | **All mfg. & svcs.** | **301** | **7** | **360.3** | **.0063** | **43** |
| **Kenosha** | **All mfg. & svcs.** | **1,493** | **27** | **3,044.8** | **.0532** | **75** |
| 3711 | Motor vehicles & passenger-car bodies | 2 | 1 | 1,504.0 | 1.6228 | 100 |
| **Kewaunee** | **All mfg. & svcs.** | **239** | **7** | **330.4** | **.0058** | **39** |
| **La Crosse** | **All mfg. & svcs.** | **1,564** | **27** | **2,037.9** | **.0356** | **57** |
| 3585 | Refrigeration & heating equipment | 1 | 1 | 250.8 | 1.1888 | 100 |
| **Lafayette** | **All mfg. & svcs.** | **240** | **3** | **217.5** | **.0038** | **36** |
| **Langlade** | **All mfg. & svcs.** | **316** | **4** | **314.5** | **.0055** | **24** |
| **Lincoln** | **All mfg. & svcs.** | **435** | **14** | **662.5** | **.0116** | **49** |
| **Manitowoc** | **All mfg. & svcs.** | **1,030** | **40** | **1,875.3** | **.0328** | **57** |
| **Marathon** | **All mfg. & svcs.** | **1,499** | **42** | **3,782.9** | **.0661** | **72** |
| *6321* | *Accident & health insurance* | *2* | *2* | *1,077.3* | *.7727* | *100* |
| **Marinette** | **All mfg. & svcs.** | **587** | **18** | **1,153.9** | **.0202** | **65** |
| 2621 | Paper mills | 3 | 3 | 413.0 | 1.7977 | 100 |
| **Marquette** | **All mfg. & svcs.** | **138** | **1** | **72.7** | **.0013** | **10** |
| **Menominee** | **All mfg. & svcs.** | **17** | **1** | **42.8** | **.0007** | **89** |
| **Milwaukee** | **All mfg. & svcs.** | **15,226** | **440** | **33,598.4** | **.5870** | **68** |
| 2082 | Malt beverages | 3 | 3 | 1,207.1 | 10.8921 | 100 |
| 2711 | Newspapers | 34 | 3 | 218.5 | .7831 | 87 |
| 2752 | Commercial lithographic printing | 115 | 5 | 220.3 | .9970 | 29 |
| 3089 | Plastics products n.e.c. | 47 | 8 | 142.4 | .4371 | 63 |
| 3111 | Leather tanning & finishing | 17 | 9 | 221.6 | 10.5019 | 84 |
| 3462 | Iron & steel forgings | 13 | 4 | 530.8 | 10.9439 | 97 |
| 3519 | Internal-combustion engines n.e.c. | 8 | 6 | 938.4 | 10.6894 | 100 |
| 3531 | Construction machinery | 12 | 8 | 670.9 | 4.5078 | 96 |
| 3532 | Mining machinery | 5 | 4 | 371.8 | 15.7209 | 99 |
| 3541 | Metal-cutting machine tools | 13 | 2 | 156.8 | 5.6588 | 91 |
| 3566 | Speed changers, drives, & gears | 6 | 4 | 160.2 | 13.6888 | 99 |
| 3569 | General industrial machinery n.e.c. | 7 | 2 | 124.[illegible] | 3.7846 | 96 |
| 3694 | Engine electrical equipment | 4 | 3 | 277.6 | 3.5199 | 99 |
| 3714 | Motor-vehicle parts & accessories | 6 | 4 | 838.3 | 1.4028 | 99 |
| 3844 | X-ray apparatus & tubes | 4 | 2 | 1,476.3 | 57.5443 | 99 |
| *4213* | *Nonlocal trucking* | *131* | *6* | *350.6* | *.5860* | *41* |
| *4813* | *Nonradio telephone communications* | *14* | *1* | *1,273.3* | *1.2845* | *93* |
| *4911* | *Electric services* | *6* | *6* | *1,081.4* | *.7427* | *100* |
| *6021* | *National commercial banks* | *16* | *5* | *948.4* | *.7983* | *94* |
| *6022* | *State commercial banks* | *37* | *5* | *370.1* | *.4454* | *36* |
| *6036* | *Nonfederal savings institutions* | *117* | | *478.4* | *.4527* | *0* |
| *6211* | *Security brokers & dealers* | *65* | *2* | *741.3* | *.5598* | *48* |
| *6311* | *Life insurance* | *8* | *6* | *1,223.9* | *1.0284* | *99* |
| *6324* | *Hospital & medical service plans* | *1* | *1* | *297.0* | *2.0272* | *100* |
| *6331* | *Fire, marine, & casualty insurance* | *6* | *2* | *470.8* | *.5603* | *92* |
| *6411* | *Insurance agents, brokers, & service* | *652* | | *457.9* | *.5244* | *0* |
| *6531* | *Real-estate agents & managers* | *524* | *1* | *233.1* | *.2633* | *6* |
| *6712* | *Bank-holding companies* | *2* | *2* | *38.6* | *.7185* | *100* |
| *7011* | *Hotels & motels* | *92* | *11* | *175.7* | *.3800* | *74* |
| *7231* | *Beauty shops* | *574* | | *59.1* | *.3778* | *0* |
| *7349* | *Building maintenance services n.e.c.* | *131* | *2* | *44.3* | *.6676* | *48* |
| *7389* | *Business services n.e.c.* | *227* | *1* | *161.3* | *.7122* | *29* |
| *8011* | *Offices & clinics of medical doctors* | *996* | | *309.8* | *.4599* | *0* |
| *8021* | *Offices & clinics of dentists* | *628* | | *126.4* | *.4853* | *0* |
| *8059* | *Nursing & personal care n.e.c.* | *102* | *27* | *145.7* | *2.2168* | *93* |
| *8062* | *General medical & surgical hospitals* | *24* | *17* | *1,213.8* | *.5725* | *99* |
| *8111* | *Legal services* | *982* | *6* | *469.8* | *.7705* | *24* |
| *8211* | *Elementary & secondary schools* | *376* | *1* | *526.7* | *.8446* | *60* |
| *8221* | *Colleges & universities* | *12* | *7* | *229.9* | *.4913* | *96* |
| *8351* | *Child day-care services* | *180* | | *36.0* | *.4834* | *0* |
| *8641* | *Civic & social associations* | *148* | | *58.7* | *.4628* | *0* |
| *8661* | *Religious organizations* | *637* | | *319.0* | *.5906* | *0* |
| *8711* | *Engineering services* | *151* | *3* | *107.1* | *.3442* | *22* |
| *8721* | *Accounting, auditing, & bookkeeping* | *220* | *3* | *140.9* | *.5005* | *18* |
| **Monroe** | **All mfg. & svcs.** | **451** | **10** | **505.4** | **.0088** | **35** |
| **Oconto** | **All mfg. & svcs.** | **378** | **11** | **398.7** | **.0070** | **45** |
| **Oneida** | **All mfg. & svcs.** | **735** | **8** | **526.4** | **.0092** | **35** |
| **Outagamie** | **All mfg. & svcs.** | **1,893** | **40** | **3,802.5** | **.0664** | **70** |
| 2621 | Paper mills | 8 | 4 | 630.8 | 2.7457 | 98 |
| **Ozaukee** | **All mfg. & svcs.** | **985** | **29** | **1,432.2** | **.0250** | **49** |
| **Pepin** | **All mfg. & svcs.** | **122** | **2** | **200.4** | **.0035** | **11** |
| **Pierce** | **All mfg. & svcs.** | **427** | **9** | **370.4** | **.0065** | **41** |
| **Polk** | **All mfg. & svcs.** | **536** | **8** | **517.0** | **.0090** | **18** |
| **Portage** | **All mfg. & svcs.** | **754** | **20** | **1,401.1** | **.0245** | **69** |
| **Price** | **All mfg. & svcs.** | **280** | **8** | **398.2** | **.0070** | **66** |
| **Racine** | **All mfg. & svcs.** | **2,356** | **68** | **4,497.5** | **.0786** | **71** |
| 2842 | Polishes & sanitation goods | 3 | 1 | 1,013.5 | 12.0609 | 100 |
| 3523 | Farm machinery & equipment | 4 | 3 | 450.9 | 4.7432 | 100 |
| *8062* | *General medical & surgical hospitals* | *5* | *4* | *164.1* | *.0774* | *100* |
| *8661* | *Religious organizations* | *134* | | *53.6* | *.0992* | *0* |
| **Richland** | **All mfg. & svcs.** | **235** | **6** | **338.8** | **.0059** | **27** |
| **Rock** | **All mfg. & svcs.** | **1,948** | **42** | **4,374.3** | **.0764** | **73** |
| 3554 | Paper-industries machinery | 1 | 1 | 145.6 | 5.9245 | 100 |
| 3711 | Motor vehicles & passenger-car bodies | 1 | 1 | 1,764.6 | 1.9040 | 100 |
| **Rusk** | **All mfg. & svcs.** | **201** | **5** | **251.8** | **.0044** | **37** |
| **St. Croix** | **All mfg. & svcs.** | **617** | **14** | **625.0** | **.0109** | **35** |
| **Sauk** | **All mfg. & svcs.** | **806** | **19** | **925.1** | **.0162** | **42** |
| **Sawyer** | **All mfg. & svcs.** | **280** | **2** | **116.6** | **.0020** | **9** |
| **Shawano** | **All mfg. & svcs.** | **509** | **12** | **708.2** | **.0124** | **42** |
| **Sheboygan** | **All mfg. & svcs.** | **1,382** | **49** | **2,401.6** | **.0420** | **57** |
| 3431 | Metal sanitary ware | 2 | 2 | 170.4 | 9.6478 | 100 |
| **Taylor** | **All mfg. & svcs.** | **224** | **4** | **295.7** | **.0052** | **50** |
| **Trempealeau** | **All mfg. & svcs.** | **373** | **4** | **271.1** | **.0047** | **14** |
| **Vernon** | **All mfg. & svcs.** | **324** | **4** | **243.7** | **.0043** | **14** |
| **Vilas** | **All mfg. & svcs.** | **478** | **3** | **221.1** | **.0039** | **12** |
| **Walworth** | **All mfg. & svcs.** | **1,385** | **30** | **1,620.8** | **.0283** | **43** |
| **Washburn** | **All mfg. & svcs.** | **288** | **2** | **123.7** | **.0022** | **11** |
| **Washington** | **All mfg. & svcs.** | **1,027** | **23** | **1,769.1** | **.0309** | **52** |
| **Waukesha** | **All mfg. & svcs.** | **4,298** | **102** | **5,732.8** | **.1002** | **44** |
| 3531 | Construction machinery | 9 | 4 | 409.0 | 2.7481 | 90 |
| *8062* | *General medical & surgical hospitals* | *6* | *5* | *183.0* | *.0863* | *98* |
| *8661* | *Religious organizations* | *159* | | *63.6* | *.1178* | *0* |
| **Waupaca** | **All mfg. & svcs.** | **825** | **21** | **1,191.9** | **.0208** | **54** |
| **Waushara** | **All mfg. & svcs.** | **276** | | **177.3** | **.0031** | **0** |
| **Winnebago** | **All mfg. & svcs.** | **1,928** | **60** | **4,513.5** | **.0789** | **66** |
| 2621 | Paper mills | 10 | 6 | 985.9 | 4.2914 | 98 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *134.0* | *.0632* | *100* |
| **Wood** | **All mfg. & svcs.** | **1,447** | **29** | **2,800.7** | **.0489** | **67** |
| 2621 | Paper mills | 2 | 2 | 562.7 | 2.4493 | 100 |
| 2671 | Coated & laminated packaging paper | 1 | 1 | 439.8 | 8.0962 | 100 |
| *8062* | *General medical & surgical hospitals* | *3* | *3* | *127.0* | *.0599* | *100* |
| **STATE TOTAL** | **All mfg. & svcs.** | **72,367** | **1,704** | **123,890.0** | **2.1645** | **60** |

## WYOMING

| County<br>SIC | Industry | Establishments<br>Total | Large | Shipments/<br>Receipts<br>($ Mil.) | % Of<br>U.S.<br>Ship./<br>Recpt. | % In<br>Large<br>Estab. |
|---|---|---|---|---|---|---|
| **Albany** | **All mfg. & svcs.** | **569** | **4** | **695.0** | **.0121** | **48** |
| *8221* | *Colleges & universities* | *1* | *1* | *279.0* | *.5962* | *100* |
| **Big Horn** | **All mfg. & svcs.** | **216** | **1** | **165.2** | **.0029** | **16** |
| **Campbell** | **All mfg. & svcs.** | **595** | **5** | **472.2** | **.0082** | **17** |
| **Carbon** | **All mfg. & svcs.** | **370** | **2** | **505.0** | **.0088** | **38** |
| **Converse** | **All mfg. & svcs.** | **274** | **1** | **304.8** | **.0053** | **32** |
| **Crook** | **All mfg. & svcs.** | **67** | | **51.8** | **.0009** | **0** |
| **Fremont** | **All mfg. & svcs.** | **799** | **4** | **496.4** | **.0087** | **10** |
| **Goshen** | **All mfg. & svcs.** | **210** | **2** | **131.1** | **.0023** | **17** |
| **Hot Springs** | **All mfg. & svcs.** | **128** | | **98.8** | **.0017** | **0** |
| **Johnson** | **All mfg. & svcs.** | **171** | | **111.0** | **.0019** | **0** |
| **Laramie** | **All mfg. & svcs.** | **1,243** | **17** | **1,286.6** | **.0225** | **46** |
| **Lincoln** | **All mfg. & svcs.** | **251** | **3** | **285.6** | **.0050** | **29** |
| **Natrona** | **All mfg. & svcs.** | **1,760** | **17** | **1,812.0** | **.0317** | **34** |
| **Niobrara** | **All mfg. & svcs.** | **71** | | **81.5** | **.0014** | **0** |
| **Park** | **All mfg. & svcs.** | **595** | **4** | **920.7** | **.0161** | **52** |
| **Platte** | **All mfg. & svcs.** | **181** | | **99.8** | **.0017** | **0** |
| **Sheridan** | **All mfg. & svcs.** | **597** | **3** | **377.8** | **.0066** | **18** |
| **Sublette** | **All mfg. & svcs.** | **147** | | **73.0** | **.0013** | **0** |
| **Sweetwater** | **All mfg. & svcs.** | **720** | **8** | **1,161.9** | **.0203** | **57** |
| **Teton** | **All mfg. & svcs.** | **543** | **8** | **705.5** | **.0123** | **71** |
| **Uinta** | **All mfg. & svcs.** | **343** | **3** | **211.9** | **.0037** | **15** |
| **Washakie** | **All mfg. & svcs.** | **218** | **2** | **231.4** | **.0040** | **28** |
| **Weston** | **All mfg. & svcs.** | **166** | | **180.3** | **.0032** | **0** |
| **STATE TOTAL** | **All mfg. & svcs.** | **10,234** | **84** | **10,459.3** | **.1827** | **37** |
| | | | | | | |
| **NATIONAL TOTAL** | **All mfg. & svcs.** | **3,691,304** | **65,081** | **5,723,699.5** | **100.0000** | **60** |

COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Industrial & Commercial Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce all or any part of the data in the *Survey of Industrial & Commercial Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

C1200-1

# SALES & MARKETING MANAGEMENT

MAY 1988
A BILL PUBLICATION
THREE DOLLARS

## THE OLD COLLEGE TRY

☐ Tricks to Recruiting Successfully on Campus

☐ Why Grads Give Recruiters Low Grades

## DEMOGRAPHICS

The Asian Market: Too Good To Be True?

## COMPUTERS

Spring Update: Sales and Marketing Software

## FUMBLES

Damn Right The Customer Isn't Always Right

## SPECIAL SUPPLEMENT

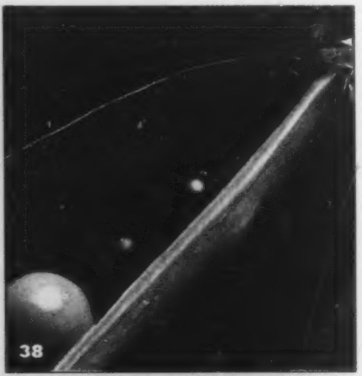
Cooperative Advertising

CALCULUS
A PASSION FOR EXCELLENCE
PRINCIPLES OF MARKETING
BASIC BUSINESS STATISTICS
PRINCIPLES OF CORPORATE FINANCE
ORGANIZATIONAL BEHAVIOR AND MANAGEMENT
Principles of Management
MARKETING
Performance

John Hamilton
University of Massachusetts,
Boston. Class of '88

MAY 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT


38

44

51

COVER PHOTOGRAPH BY CAROL FATTA

## FEATURES

**38 THE ASIAN MARKET: TOO GOOD TO BE TRUE?**
The question is not whether this market deserves attention—but if it's a commitment marketers should make now.

**44 THE OLD COLLEGE TRY**
On-campus recruiting can yield high-quality salespeople but you must involve professors and regional sales managers.

**48 GRADS GIVE RECRUITERS LOW GRADES**
What do students think of college recruiters? Not much, according to those queried in our informal survey.

**51 DAMN RIGHT THE CUSTOMER ISN'T ALWAYS RIGHT**
Marketers love to talk about customer service, but talking isn't always doing: Here are nine true-to-life stories.

**55 SPRING UPDATE: SOFTWARE WITH SALES AND MARKETING APPLICATIONS**
A supplement to our annual directory of PC-based software.

## SPECIAL SUPPLEMENT/COOPERATIVE ADVERTISING

**62 HOW RETAILERS ARE PUTTING IT ALL TOGETHER**
Cooperative advertising isn't the same anymore: Retailers have never before been so powerful and aggressive.

**67 DON'T JUST "MEET COMPETITION"**
Promote concepts that get stores to buy the products.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** VIEWPOINT
**11** DEMOGRAPHICS IN ACTION
**14** TRAVELERS' NETWORK
**23** SECOND THOUGHTS
**24** BOOKS
**29** SHORT TAKES
**31** BUSINESS-TO-BUSINESS
**33** INTERNATIONAL
**36** MARKETERS, ETC.
**72** COMPUTERS
**79** NEGOTIATING
**82** SALES FORCE MANAGEMENT
**84** COMPENSATION
**86** IDEAS YOU CAN USE
**88** ADVERTISING/PROMOTION
**92** TRAINING
**99** SALES MART
**101** AD INDEX
**102** SIGNIFICANT TRENDS
**103** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## HIRING SMARTER

"I have never seen a bad résumé," once commented John Y. Brown, the former governor of Kentucky. He meant, of course, that everybody looks good on paper. But in person . . . sitting across from you . . . smiling nervously (or perhaps *not* smiling nervously, which in turn may make *you* nervous)—well, it may be a different story. As I'm sure all of you know, hiring can be a debilitating experience for all concerned.

There are some, like Harvey Mackay, chairman and CEO of Mackay Envelope Corporation, who put an extraordinarily high value on hiring. Mackay boasts about becoming personally involved in hiring the receptionist/switchboard operator at his company. After all, he asks, doesn't she often create the first impression of his firm to the world? He also gets all his other employees involved in the search. "By the time we find the right person, everyone in the place is aware that courtesy and attention to detail are critical concerns," he explains. Mackay is a stickler for finding the right person. "Recently," he says, "we ran an ad for a salesperson and received 135 résumés. Thirty were screened through initial interviewing, and I interviewed the eight finalists—and rejected all of them. We were back to square one again." The secret to Mackay's success is not simply that he's very picky; it is that he never turns off the lights: "I've been in business for 27 years," he says, "and I've been 'open for hiring' 52 weeks a year for 27 years. When anyone really solid comes through the door, they have a job—even if we don't have a place." (See page 24 for more about Mackay's unorthodox way of doing things.)

You may not want to go as far as Mackay in your hiring practices, but you still have to deal with the big, ultimately the only, question: That young, bright-eyed person saying all the right things to you—does he have just have enough wit to know what you want to hear, or is he the real McCoy? I never ask questions I can't answer. Here I'll answer by pointing you toward our main cover story for this issue, "The Old College Try: Tricks to Recruiting Successfully on Campus." I especially recommend this story to you if you're soured on college recruitment. Jack Falvey, who wrote the piece for us, is no ivory tower bloke. He's been there, in the trenches, and he knows what works because he's seen it work.

If you think major corporations have college recruitment down to a science, Arthur Bragg's story in this issue should be an eye-opener. He interviewed a lot of students, and many of them appear to be disillusioned about corporate recruiters and the entire recruiting experience. Until the big glamour companies improve their act (or maybe they don't feel they have to), there's even more opportunity for smaller non-glamour companies to become Big Men On Campus.

These ruminations about recruiting remind me that next month I'll be moderating a panel, "The Art of Hiring Smarter," at the annual Sales & Marketing Conference & EXPO that we co-sponsor every year with the American Management Association. This year's conference, which will be held in New Orleans from June 6-8, promises to give you food for thought quite as satisfying to your mind as the native cuisine will be to your palate. For more information, check page 34. I hope I'll see you there.

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**MANAGING EDITOR:** Al Urbanski
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:** Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-984-2449

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 7 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, July, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management.*

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP ABC MPA

# SPRING UPDATE: SOFTWARE WITH SALES AND MARKETING APPLICATIONS

There used to be a time when annual directories were sufficient. No more, at least not in the field of computers. To keep you posted on the latest sales and marketing software, we've put together this supplement to our annual PC-based Sales Marketing Applications Software Directory, which was last published in December 1987.

This listing provides, in sequence: (1) vendor's name; (2) title of software package; (3) its specific application; (4) minimum internal memory required; (5) purchase price; (6) the computer model or operating system with which the software is used; (7) availability and price of a demo disk; (8) number of installations the company has sold. Although limited by space, the list is representative. For vendors' addresses, see page 60. (Note: The descriptive information contained here is provided by the vendors. *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

*Researched by Thayer Taylor and Bristol Voss.*

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **ACCOUNT MANAGEMENT** | | | | | | | |
| **Computer Masters** | Client Master | Preprogrammed database. Keynotes, form letters, envelopes, labels, rolodex, auto-dialer. Menu driven. | 320K | $149 | IBM PC-XT, -AT; PS/2 & compatibles; MS-DOS | Yes/$10 | 50 |
| **EMIS** | EMIS II (Executive Management Information System) | Management system for large client databases or, with auto-dial, can run massive telemarketing campaigns. | 512K | $1295 & up | IBM PC-XT, AT, PS/2 & compatibles | Yes/ $37.25 | 140 |
| **Pinetree Software** | The Maximizer Plus | Menu-driven program organizes information on lead generation, account development, and management. Including: letters, payment analysis, personal management. | 512K (hard disk recommended) | $295 | IBM PCs & compatibles; MS-DOS, PC-DOS 3.0 or greater | Yes/ free | 1,100 |
| **Valor Software** | Info-XL | No setup. Handles freeform data, contacts, histories, notes, letters. | 384K | $265 | IBM PCs & compatibles | No | New |
| **DIRECT MARKETING** | | | | | | | |
| **Group 1 Software** | ArcList | Mailing list manager: finds duplicates, merges lists, presorts, imports/exports, produces list analysis and reports | 640K (hard disk required) | $595 | IBM PC-XT, -AT & compatibles | No | 950+ |
| **LEAD TRACKING** | | | | | | | |
| **Arlington Software & Systems** | PCAT: Professional Contact & Tracking System | Fully integrated lead-tracking system. Reports, auto-dialer, word processing, scripts, script analysis. Fifty user-definable fields. | 384K (hard disk required) | $1,295-$6,400 | IBM PCs & compatibles; PS/2 | Yes/$10 | 1,850 |
| **ASH** | Leads & Sales Plus | For nontechnical salespeople. Lead-tracking, coding, tickler, prewritten reports, merge-file, labels, lead cards, sorting, coding. | 512K (hard disk required) | $229 | IBM PCs & compatibles | Yes/$5 | New |
| **CCX Network** | MarketManager | Targeted lead generation and tracking using analysis, sorting, import/export, labels, report outputs. | 256K (2 disks required) | $295 | IBM PC-XT, -AT; PS/2 and compatibles | No | 500 |
| **Commercial Micro** | Sales Busters | Client and prospect tracking system. Database search, tickler, calendar, letter, rolodex, import/export. | 512K (hard disk recommended) | $295 | IBM PCs & compatibles | Yes/$15 | 250+ |
| **GoldData Computer Services** | Sales Prospect Tracking System | Tracks leads, offers: mail-merge, letters, labels, on-line telemarketing, back-end reporting. | 192K | $124.95 | IBM PCs & compatibles | Yes/$10 | 400 |
| **IDSC Rental** | marketrieve PLUS | Sales-lead tracking (esp. for multiple contacts at same co.) and market analysis. Batch and form letters, on-line notes, forecasting, sales management reports. | 256K (hard disk recommended) | $1,500 | IBM PCs & compatibles; MS-DOS, PC-DOS | Yes/$25 | New |
| **Information Research** | ActionTracker | Best for tracking multistep selling cycles. Reports built in, pop-up windows. Designed for local area network. | 384K-512K | $198-$1,498 | IBM PCs & compatibles | No/30-day guarantee | 500+ |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | [illegible] |
|---|---|---|---|---|---|---|---|
| **Nelson Business Systems** | Client Tracking System | Organizes and tracks clients and prospects, features individual notepads for each record and letter file, labels, mount-field, internal dial. | 512K | $495-$1,095 | IBM PCs & compatibles; MS-DOS, PC-DOS | Yes/$10 | New |
| **PowerHouse Systems** | Lead Management System | Lead tracking, mailings, word processor, spreadsheets, expenses, sales costs, daily to-do, labels. | 640K | $99.95-$395 | IBM PCs & compatibles | Yes/$5 | New |
| **Practical Marketing Software** | Sales Leader | Tracks and qualifies leads generated from advertisements, news releases, trade shows, direct mail. Direct modem transfer. | 640K | $895 | IBM PCs & compatibles; OS2 Series | Yes/30-day trial | 150+ |
| **Pyramid Software** | Lead Manager | Tracks contacts, products, rates, histories, products. Word-processing, labels, envelopes. | 256K | $79.95 | IBM PCs & compatibles | Yes/$15 | 2,500+ |
| **Supersell Software** | Sales Generator Plus | User-friendly lead tracker for nontechnical salespeople. Includes sorting by any code of client profile, labels, letters, auto-dial. | 256K | $99.95 | IBM PCs & compatibles | No/ brochure | 2,500+ |
| **MANAGEMENT** | | | | | | | |
| **Spinnaker Software** | Putting the One Minute Manager to Work | Designed by One Minute authors, it identifies PRICE management objectives. | 128K | $99.95 | IBM PCs & compatibles | No | NA |
| **MAPPING** | | | | | | | |
| **Geographic Data Technology** | HandShake/GDT | Customer referral package: Identifies customer's nearest dealer/distributor by zip code or locality. | 360K (hard disk required) | $1,495 & up | IBM PC-XT, -AT, or compatibles | No | New |
| **Geographic Data Technology** | MatchMaker/GDT | Address-to-coordinate matching system gives longitude and latitude to any address for analysis or route assignment. | 640K (hard disk required) | $37,500 & up | IBM PCs & compatibles | No | New |
| **MapInfo** | MapInfo | Analyzes database information and visually displays screen results as "pin maps" (points on the screen) or "thematic maps" (highlighted user defined areas). | 640K | $750 & up | IBM PCs and compatibles; DOS 2.0 or greater | Yes/ free | 300+ |
| **Market Action** | STRATMAP | For marketing executives who deal with research. Up to 96 tables and 200 categories summarized and analyzed on one color-graphic map. | 256K | $495 | IBM PCs & compatibles | Yes/ free | New |
| **National Planning Data** | MapAnalyst | Used with your demographic and consumer spending database to provide analytical thematic mapping. | 640K (hard disk required) | $495 | IBM PCs & compatibles | No | 450 |
| **MEETINGS** | | | | | | | |
| **Multi-MediaWare** | ProposalMaster | Permits user to browse through, and customize, various themes, motivational modules, speech outlines, and staging ideas to create sales meeting proposals. | 256K | $475 | IBM PCs & compatibles | Yes/$10 | 18 |
| **MISCELLANEOUS** | | | | | | | |
| **PC Dynamics** | Menu Works | Using natural language to change menu items, color, files. | 256K | $59.95 | IBM PCs & compatibles | Yes/$10 | 1,000+ |
| **Popular Programs** | Pop-up DeskSet | Pop-up words, appointments, addresses, two calculators, clock. DOS access. Enhanced (PLUS) version available. | 20K | $69.95-$129.95 | IBM PC-XT, -AT & compatibles; MS-DOS, PC-DOS | No | 300,000 |
| **Realty Systems** | REAL/Easy Analysis | Sales & marketing management tool for brokers. Parallels CRB courses. | 640K (hard disk required) | $149-$1,299 | IBM PCs & compatibles | Yes/ $19.99 | 400+ |
| **SimplSoft** | File Cards | Filing and printing information on three file card sizes. Especially for nontechnical salespeople. | 128K | $24.95 | IBM PCs & compatibles | No/30-day guarantee | New |
| **Traveling Software** | DESK-LINK | Shares files and printer between two IBM PCs or compatibles. With connecting cables. | 64K | $169.95 | IBM PCs & 100% compatibles | No | 4,000 |
| **Traveling Software** | LAP-LINK | Transfers files from laptop to desktop or desktop to IBM PS/2. With connecting cables. | 192K | $129.95 | IBM PCs & 100% compatibles | No | 60,000 |
| **Traveling Software** | LAP-LINK Mac | Transfers files between IBM and Apple. With connecting cables. | 128K | $139.95 | IBM PCs & compatibles; Macintosh | No | New |
| **PERSONAL MANAGEMENT** | | | | | | | |
| **Experience in Software** | The Idea Generator | Brainstorming and planning (esp. for marketers). Produces printed report. | 256K | $195 | IBM PCs & compatibles | No | New |
| **First Phase** | Daily Routine | Creates an agenda of follow-up activities, customer history files, call and time reports, quotation summaries. Also: memos, merge-files, separate input screen for expense and mileage data. | 256K | $175 | IBM PCs & compatibles | Yes/ free | 75+ |
| **SimplSoft Products** | It Figures: The Un-Spreadsheet | "English language" calculator with 100 functions for business or home: loans, stock projections, checkbook balancing, IRAs. | 192K | $49.95 | IBM PCs & compatibles | No/ 30-day guarantee | 10,000 |
| **Successful Money Management Software** | LIFE Goals Financial Plan | Reporting on assets, investments, savings, insurance, retirement analysis, home refinancing, taxes. | 640K (Lotus 1-2-3 required) | $695 | IBM PCs & compatibles; PS/2 | Yes/$15 | 600 |
| **Successful Money Management Software** | SMART Practice | Portfolio reporting, investments, insurance, commission tracking. | 640K (hard disk required) | $995 | IBM PCs & compatibles; PS/2 | Yes/$15 | 150 |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Successful Money Management Software** | Winning on Wall Street | Analyze stock trends, forecast, accounting, download from Dow-Jones. | 640K | $595 | IBM PCs & compatibles; PS/2 | Yes/$15 | New |

## SALES ACCOUNTING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **SourceMate Information Systems** | AccountMate | General ledger, sales order, accounts receivable/payable, purchase order payroll, job costs, fund accounting, inventory. D-Base version. | 256K (hard disk recommended) | $195-$1,195 | IBM PCs & compatibles; MS-DOS, PC-DOS. | Yes/$15 | 40,000 |
| **TOM Software** | System IV | General ledger, accounts payable, payroll, split commissions, inventory control, sales tracking and analysis. | 256K | $1,000 & up | IBM PCs & compatibles; Wang 2200 MVP; AT&T 6300; DEC VAX; Altos systems | No | 10,000 |

## SALES ANALYSIS

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Geographic Data Technology** | ZoneRanger/GDT | Customizes street and zone databases for cross-reference with sales, commission, and data analysis. | 640K (hard disk required) | $32,500 & up | IBM PCs & compatibles | No | New |

## SALES FORECASTING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Wisard Software** | Wisard Forecaster Add-in | Uses Lotus 1-2-3 menus and commands to forecast with four different techniques. | 640K (hard disk required) | $99 | IBM PC-XT, -AT & compatibles; DOS 2.1 or greater | No | New |
| **Wisard Software** | Wisard Professional Forecaster Version 4.0 | For nontechnical people, combines several forecast techniques and has color graphics, auto-seasonality, judgmental overrides. | 512K (hard disk required) | $595 | IBM PC-XT, -AT & compatibles; DOS 2.1 or greater | No | New |

## SALES MANAGEMENT

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Bartel Software** | Totall Manager: The Total Sales System | Market plans, tracking, sales letters, prospect database, expense tracking, to do list. Network version available. | 640K | $1995 & up | IBM PC-XT, -AT; PS/2; laptops. | Yes/ free | NA |
| **Planning Works** | Sales Manager System | Created by sales managers. Forms for: lead tracking, record keeping, reports. Market analysis by any major field, auto-dial. | 256K (hard disk recommended) | $495 | IBM PCs & compatibles, laptops | Yes/$15 | 75 |

## SALES PLANNING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Marcar** | Eighty/20 Client Information Management Software | Professional productivity system: client scheduling, histories, interactive calendar, reports, letters, labels, envelopes. | 512K | $495 | IBM PCs & compatibles; MS-DOS | Yes/$25 | 100 |
| **Sachs Group** | Physician Practice Planner | Analyzes internal/external databases to forecast office visits by medical specialty and market segment. Estimates follow-ups and number of physicians required to meet forecasted demand. | 640K | $5,000 | IBM PC-AT, PS/2; Compaq Deskpro 286, Portable II, Portable III | No | 5 |

## SALES PRESENTATIONS

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Experience in Software** | The Art of Negotiating | Negotiation preparation and training for closing the sale. Plans a scenario and produces a report on all aspects of a particular sale. | 256K | $195 | IBM PCs & compatibles | No | 4,000 |
| **Information Science Associates** | System Quote | Prepares quotes and formal proposals in front of prospect, gives management reports. (Esp. for computer resellers.) | 512K | $495 & up | IBM PCs & compatibles | Yes/30-day trial, $25 | 150 |
| **Neuralytic Systems** | Dr. Shrink | Assesses another's personality and analyzes the public vs. the private self (including secrets and sex fantasies). Printed report gives recommendations on how to communicate with and persuade the person. | 164K | $49.95 | IBM PCs & compatibles | No | 10,000 |
| **Pyramid Software** | The Selling System | Custom report generator, auto-dial, letter, merges, import/export, labels, envelopes, tracking contacts and data. Word processing. | 256K | $395 | IBM PCs & compatibles; PC-DOS, MS-DOS 2.0 or greater | Yes/$5 | 2,500+ |

## TELEMARKETING

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Arlington** | PCAT: Personal Computer Automated Telemarketing System | Telemarketing and direct mail sales and marketing program. Letters, reports, statistics, branch scripting, auto-dial. Designed for single user. | 256K | $895 | IBM PCs & compatibles; PS/2 | Yes/$10 | 1,850 |
| **Marathon Telecomp** | Voiceware | Inbound: Receives calls and plays back prerecorded messages; Outbound: fully automated customer notification of routine data or transfers "hellos" to a telemarketer. | 640K (hard disk required) | $10,000 | IBM PC-AT & compatibles | Yes/ free | 36+ |
| **Tridos** | Telemark | Auto-scripting, product information with pop-up screens, form letters, reports, sorting, auto-dial. | 384K | $295 | IBM PCs & compatibles | Yes/$25 | 1,000 |

## TERRITORY MANAGEMENT

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYSTEMS |
|---|---|---|---|---|---|---|---|
| **Fastech** | Sales Information System | Integrated system links portable PCs to host mainframe for territory management, sales communications, call reporting, account history, promotion tracking, electronic mail. | 256K (hand-held), 640K (laptops) | $100,000 | MS-DOS PCs connected to IBM or DEC VAX mainframes | No | 20+ |

| VENDOR | SOFTWARE | APPLICATIONS | MEMORY | PRICE | HARDWARE | DEMO/ COST | SYS- TEMS |
|---|---|---|---|---|---|---|---|
| **TRADE SHOW MARKETING** | | | | | | | |
| **Free World Marketing** | ProMotion | Automatically "reads" magnetic-strip badges at trade shows and enters information to database. Seamless interface with top word processors. | 640K | $495 | IBM PCs & compatibles | No | 300+ |
| **TRAINING** | | | | | | | |
| **Target Training International** | Managing for Success: Sales version | System for coaching and counseling salesmen. Eleven-page reports analyze sales style, motivation, areas for improvement, tips to a manager for do's and don't's. | 256K | $14-$25 per person | IBM PCs & compatibles | Yes/$50 | 2,000 |
| **TRAVEL & ENTERTAINMENT ACCOUNTING** | | | | | | | |
| **Quantic** | Touch 'n Go | Tracks, reports, and summarizes T&E expenses. Includes word processor and 50 trip expenses envelopes. | 256K (2 disk drives required) | $99 | IBM PCs & compatibles; laptops; MS-DOS, PC-DOS 2.0 or greater | No | New |
| **WORD PROCESSING** | | | | | | | |
| **Advanced Logic Systems** | DeskTalk | Card file, phone dialer, calculator, calendar. | 104K | $59.95 | IBM PCs & compatibles | No | 1,000+ |
| **Banner Blue** | Org Plus | Organizes data and reports in seven chart styles and eight box styles. | 320K | $795 | IBM PCs & compatibles | No | NA |
| **MaxThink** | Houdini | Automatic abstraction, generalization, editing. Creates hypertext systems. | 300K | $89 | IBM PCs & compatibles | Yes/$6 | 20,000 |
| **MaxThink** | MaxThink | Outlines commands for analytical, managerial, and creative thinking. Graphics. | 300K | $89 | IBM PCs & compatibles | Yes/$6 | 20,000 |
| **Noumenon** | Intuit IS-2000 | Word-processing and spreadsheet system exclusive to vendor. Includes forms, reports, mail-merge, labels, and calendar. | 384K | $49.95 | IBM PCs & compatibles | No | 10,000+ |
| **Symantec** | Q & A | Word processing, report writing, database management, artificial intelligence interface, mail-merge, and network version available. | 512K | $349 | IBM PCs & compatibles | Yes/$10 | NA |
| **WordPerfect** | WordPerfect 5.0 | Integrates text and graphics for professional documents, newsletters, and reports. Variety of print sizes and 250 fonts, automatic spacing. | 512K (hard disk recommended) | $495 | IBM PCs & compatibles | No | New |

In Pittsburgh, Manufacturers And Retailers Stretch Co-op Dollars by Investing In The Press And The Post-Gazette!

That pays big dividends in this high-potential market, with a $37.9 Billion EBI and $17.1 Billion Total Retail Sales in its ADI and $28.6 Billion EBI and $12.9 billion Total Retail Sales in the 5-county CMSA.

Pittsburgh's major newspapers are the most efficient and affordable way to reach the widest possible audience. When using the daily Pittsburgh Press and Pittsburgh Post-Gazette, you capture over 63.4% of all adults in Allegheny County and 872,000 adults in the CMSA.

The big Sunday Press is a real blockbuster. It's read by 1,392,000 adults in the Pittsburgh ADI and has overwhelming penetration of 82.7% in Allegheny County.

Let our Co-op advertising department show you how to attain sales goals with a sell-thru program. Use our know-how and the detailed demographic information we'll be happy to make available.

Call or write Tom O'Malley, Co-op Advertising Manager,
P.O. Box 566, Pittsburgh, PA 15230. Phone 412/263-1351

Source:
Scarborough 1987
Newspaper Ratings
Study, 1987 S&MM
Survey of Buying Power

The Pittsburgh Press
SCRIPPS HOWARD
EVENING–SUNDAY

Pittsburgh Post-Gazette
MORNING

cap
NACON
AD SAT.

Represented by Sawyer • Ferguson • Walker Co., Inc., Chrysler Bldg. 405 Lexington Ave., NY, NY (212) 662-6262

Circle No. 133 on Reader Service Card

One Rate. No Debate.

New Jersey's one-two combination—The Record and The News Tribune—guarantees one low rate for all advertisers whether national, retail, or co-op. This means you're able to reach the only two markets in New Jersey with median household EBI's in the nation's top 10, for just the agency commission over local rates. Connect with affluent readers in the Bergen/Passaic and Middlesex markets through the Macromedia Incorporated newspapers: The Record and The News Tribune. They're the best media bargains around.

The Record
We cover your world. All of it.
150 River Street, Hackensack, N.J. 07601-7172
John Kimball, VP Advertising
201-646-4260

THE NEWS Tribune
Because New Jersey deserves better
One Hoover Way, Woodbridge, N.J. 07095-9990
Jonathan Theophilakos, Advertising Director
201-442-0400

AD SAT. ADDRESS TBRN

National Representative:
Sawyer-Ferguson-Walker Co.
Source: ©S&MM Survey of Buying Power, 1987

## VENDOR DIRECTORY

**Advanced Logic Systems,** 1211 Alderwood Ave., Sunnyvale, CA 94089 (408-747-1988)

**Arlington Software & Systems Corp.,** 400 Massachusetts Ave., Arlington, MA 02174 (617-641-0290)

**ASH Atlantic Software House,** P.O. Box 3187, Indialantic, FL 32903 (407-724-4113)

**Banner Blue,** P.O. Box 7865, Freemont, CA 94537 (415-794-6850)

**Bartel Software,** 942 East 7145 South, A-101, Midvale, UT 84047 (801-566-5544)

**CCX Network, Inc.,** 301 Industrial Blvd., Conway, AR 72032 (800-847-0053; 501-450-1440)

**Commercial Micro, Inc.,** P.O. Box 1998, Roswell, GA 30077 (404-992-2701)

**Computer Masters,** 6505 South Sepulveda Blvd., Los Angeles, CA 90045 (800-MASTER1; 213-645-6530)

**EMIS Software, Inc.,** 901 N.E. Loop 410, Suite 526, San Antonio, TX 78209-1308 (512-822-8499)

**Experience in Software,** 2039 Shattuck Ave., Berkeley, CA 94704 (415-644-0694)

**Fastech, Inc.,** 450 Parkway Dr., Broomall, PA 19008 (215-565-3405)

**First Phase Inc.,** P.O. Box 4504, Greensboro, NC 27404 (919-855-8858)

**Free World Marketing,** 44 North Newport Blvd., Newport Beach, CA 92663 (714-722-6414)

**Geographic Data Technology,** 13 Dartmouth College Highway, Lyme, NH 03768 (603-795-2183)

**GoldData Computer Services,** 2 Bryn Mawr Ave., Bryn Mawr, PA 19010 (800-432-3267; 215-525-1036)

**Group 1 Software,** 6404 Ivy Lane, Greenbelt, MD 20770-1400 (301-982-2000)

**IDSC Rental Company, Inc.,** 350 Harvey Rd., Manchester, NH 03103 (800-443-IDSC; 603-645-6677)

**Information Research Corp.,** 2421 Ivy Rd., Charlottesville, VA 22901 (800-872-2558; 804-979-8191)

**Information Science Associates,** 676 North St. Claire, Chicago, IL 60611 (312-787-2723)

**MapInfo Corp.,** 200 Broadway, Troy, NY 12180 (800-FASTMAP; 518-274-8673)

**Marathon Telecomp, Inc.,** P.O. Box 725051, Atlanta, GA 30339 (800-525-8363; 404-422-3913)

**MARCAR,** 1107 Hazeltine Blvd., Suite 483, Chaska, MN 55318 (612-448-8849)

**Market Action,** Bradley University, Business Technology Center, Peoria, IL 61625 (309-677-3299)

**MaxThink,** 44 Rincon Rd., Kensington, CA 94707 (415-428-0104)

**Multi-MediaWare,** 957 Park Ave., New York, NY 10028 (212-288-3757)

**National Planning Data Corp.,** P.O. Box 610, Ithaca, NY 14851-0610 (607-273-8208)

**Nelson Business Systems,** 8714 North Otis Ave., Tampa, FL 33604 (813-935-2258)

**Neuralytic Systems,** 66 Bovet Rd., Suite 325, San Mateo, CA 94402 (415-573-9001)

**Noumenon Corp.,** 512 Westline Dr., Alameda, CA 94501 (415-521-2145)

**PC Dynamics,** 31332 Via Collinas, Westlake Village, CA 91362 (818-889-1741)

**Pinetree Software, Inc.,** 8100 Granville Ave., 9th Fl., Richmond, B.C., Canada V6Y 1P3 (800-663-0375; 604-270-3311)

**Planning Works, Inc.,** 665 Huntley Rd., Suite K, Columbus, OH 43229 (614-436-5300)

**Popular Programs,** 16420 Park Ten Place, Suite 205, Houston, TX 77084 (800-44-POPUP; 713-579-0481)

**PowerHouse Systems, Inc.,** 1022 West First St., Suite 104, Winston-Salem, NC 27101 (919-721-0241)

**Practical Marketing Software,** 13990 Olive Street Rd., Chesterfield, MO 63017 (314-434-5254)

**Pyramid Software, Inc.,** 22691 Lambert St. Suite 506, El Toro, CA 92630 (714-583-1060)

**Quantic Corporation,** 44 Friendly Dr., Smithtown, NY 11787 (516-361-3322)

**Realty Systems,** 4811 S. 76th St., Suite 200, Milwaukee, WI 53220 (800-REALNET; 414-282-7455)

**The Sachs Group, Ltd.,** 213 West Institute Place, Chicago, IL 60610 (312-266-9797)

**SimplSoft Products, Inc.,** P.O. Box 13173, Boulder, CO 80308 (303-444-8771)

**SourceMate Information Systems, Inc.,** 20 Sunnyside Ave., Mill Valley, CA 94941-1928 (800-228-8896)

**Spinnaker Software Corp.,** One Kendall Square, Cambridge, MA 02139 (617-494-1200)

**Successful Money Management Software, Inc.,** 10180 Southwest Nimbus Ave., Suite J-6, Portland, OR 97223 (503-620-8284)

**SuperSell Software Inc.,** 25 Adelaide St. East, Suite 702, Toronto, Canada M5C 1Y2 (800-268-8588; 416-862-0017)

**Symantec Corp.,** 10201 Torre Ave., Cupertino, CA 95014 (408-724-2722)

**Target Training International,** P.O. Box 1814, Mason City, IA 50401 (515-423-8038)

**TOM Software,** P.O. Box 66596, 127 S.W. 156th, Seattle, WA 98166 (206-246-7022)

**Traveling Software, Inc.,** 19310 North Creek Pkwy, Suite 109, Bothell, WA 98011 (206-483-8088)

**Tridos,** 4004 Southwest Barbur Blvd., Portland, OR 97201 (503-228-8223)

**Valor Software,** 1700 Don Ave., San Jose, CA 95124 (800-648-2567; 408-978-3044)

**Wisard Software Co.,** P.O. Box 19730, Green Bay, WI 54307-9730 (414-436-2341)

**WordPerfect Corp.,** 1555 Technology Way, Orem, UT 84057 (801-227-4222)

### SurveyDatafact

**THE PHILLY PHIX**

For a 1988 midsize auto, the annual total for fixed costs—insurance, depreciation, financing, taxes, and license fees—is $3,949 in Philadelphia. In Eu Claire, WI, the same costs only total $2,484.

SOURCE: S&MM'S 1988 SURVEY OF SELLING COSTS

## EASING SALESPEOPLE INTO USING PCS

Because first impressions are lasting ones, the way a sales force is introduced to PCs has a lot to do with the success of any sales automation program. Richard L. Cocivera, marketing manager for Honeywell Bull, Waltham, MA, is in charge of selling the company's ONESale territory management software and urges prospects to launch their programs with one clear objective, a pilot group of three to four salespeople, a schedule of activities, and realistic procedures.

In the goal-setting phase, Cocivera says, "It's best to start with a particular activity, as opposed to a theoretical one, and implement it using the sales software." Typical examples: fully profile the top five accounts for each salesperson; use the software to organize a seminar or mailing.

Keep the pilot group small, he advises, because "the first salespeople using the program will need a lot of help and time at the beginning." Also: Choose members carefully, because "the pilot group will customize the program for your organization and test the forms and procedures."

The best candidates, he adds, are salespeople "who are new to selling, since they are usually more open to innovation; intrigued by how computers can help them do their jobs more professionally; and interested in a special project where the software can quickly demonstrate benefits."

## LAPTOPS GET THEIR OWN EXPOSITION

Hoping to capitalize on this year's strong upsurge in portable computer sales, Executive Computers, a computer specialty store with two outlets in New York City, and Portable Computing International, the Peterborough, NH, publisher of *Pico* magazine, will co-sponsor what is billed as the first specialized trade show for laptops. LAPTOP 88 will take place in New York City, June 7-8, according to Executive Computer president Peter O'Connor. Sixty-five booths have been set aside for vendors of hardware, software, communications, and database access products. Seminars will focus on laptop applications in various industries. Registration fee: $25. For more information, contact Executive Computers at 212-557-6060.

## SCANNING USAGE SHIFTS TO STRATEGIC MODE

Applications of computer-generated scanning information by supermarket chains are shifting from operational to strategic modes, says James H. Huguet Jr., president of The Northeastern Organization, the Trumbull, CT, marketing consultant. "Originally intended to streamline the ordering process, scanning is now being used to make marketing-oriented decisions," he adds.

Citing a survey of Western Assn. of Food Chains members by his organization, Huguet says that when senior executives were asked to rank the importance of scanning applications, store front-end scheduling placed first. Here's how the results tally:

| | |
|---|---|
| 1. Store front-end scheduling | 44% |
| 2. New item evaluation | 34% |
| 3. Ongoing mix evaluation | 33% |
| 4. Shelf management | 33% |
| 5. Promotion evaluation | 31% |
| 6. Chainwide inventory management | 21% |
| 7. Automatic store reordering | 12% |

Note: Total exceeds 100% due to multiple responses.
Source: NeoResearch.

# If you're in sales, you can't afford to ignore this book.

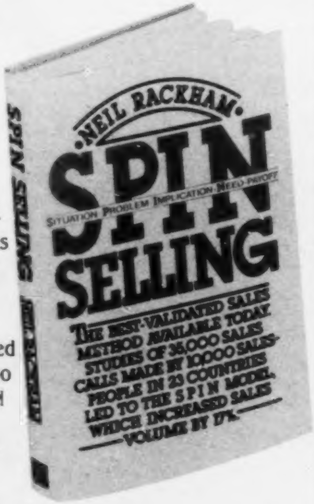
We've all heard the story of the big one that got away. But now with the publication of Neil Rackham's *SPIN Selling* you can learn what it takes to reel in those major sales with confidence.

This isn't another tall-talking book on selling. The SPIN questioning model is a time-tested $1,000,000 research-based strategy. Over 10,000 sales professionals made 35,000 calls in 23 countries using SPIN and saw major sales volume increase 17%.

No other sales method concentrates on the major sale. No other method is backed by comparable hard research data. And no other book can show you how to put SPIN into practice, including powerful graphics, real-world examples and informative cases.

If you're successful with small sales but find the major accounts tough to handle... if you find the competition is chipping away your market share... if the people you manage aren't selling what they should, the internationally verified SPIN method can give you the winning edge.

**Order your copy today!**


NEIL RACKHAM
SPIN SELLING
SITUATION PROBLEM IMPLICATION NEED-PAYOFF
SELLING
THE BEST-VALIDATED SALES METHOD AVAILABLE TODAY. STUDIES OF 35,000 SALES CALLS MADE BY 10000 SALES PEOPLE IN 23 COUNTRIES LED TO THE SPIN MODEL WHICH INCREASED SALES VOLUME BY 17%.

**At your local bookstore or mail this coupon to:**

**McGRAW-HILL BOOK COMPANY**
P.O. BOX 400, Hightstown, NJ
08520-9989

For faster service, call toll free **1-800-2- MCGRAW.**

**Free 15-Day Examination**

Please send me ________ copies of SPIN Selling (0-07-051113-6) $19.95. If I am not satisfied, I may return the book(s) within 15 days and owe nothing!

☐ Payment enclosed. (McGraw-Hill will pay postage and handling.)
☐ Charge it to my credit card.
☐ Mastercard ☐ Visa ☐ AMEX

Account # ____________
Expiration date ____________
Signature ____________
Name ____________
Phone ____________
Address ____________
City, State, Zip ____________

Offer valid in U.S. In Canada, contact McGraw-Hill Ryerson, 330 Progress Avenue, Scarborough, Ontario MIP 2Z5.
All orders subject to acceptance by McGraw-Hill.

SPIN is a registered trademark of Huthwaite, Inc. 23-F954-4000-1

# SIGNIFICANT TRENDS

## MARKETING INSTABILITY TIPS THE SCALES

BY THAYER C. TAYLOR,
SENIOR EDITOR

The core of the American Dream—that everyone has an equal chance at improving his or her standard of living—is becoming frayed at the edges. Because personal income, aside from being the symbol of success in our materialistic society, is intimately tied to living standards, the American Dream carries the assumption that inequality will diminish over time as income gains are distributed equitably throughout society.

This conviction has been fortified by the amazing ongoing economic recovery that began in 1983 and has seen the unemployment rate plunge from 9.6% to 5.6%, helped along by the administration's successful marketing of a "Feel Good America" product. However, the success of Jesse Jackson in the current Democratic primaries suggests that there is a substantial segment of the population that buys his contention that the American Dream has passed them by.

A new report from the Congressional Budget Office (CBO), which serves as a nonpartisan think tank, suggests that income inequality has become more pervasive, especially during this decade. The report, *Trends in Family Income: 1970-1986*, which analyzes what has happened to the incomes of different types of families since 1970, concludes that while overall family income—adjusted for inflation and decreasing family size—advanced between 1970 and 1986, there were some disturbing shifts in the time frames and family types involved.

For one thing, gains were much more pronounced in the seventies than they have been recently, with income equity displaced by income polarization. If this trend continues, it could have serious implications for marketers. For example, when all share equally in an overall improvement in living standards, marketers have a far bigger potential marketplace to target. On the other hand, if the belief that some classes are being denied the benefits of continued income gains becomes widespread, an element of instability will infuse the marketplace. That, in turn, will make forecasts, which assume continued stability, less predictable.

In analyzing family income trends, the CBO made two key adjustments to its figures. First, allowances were made for the decrease in family size that has occurred since 1970, with the presumption being that smaller families require lower living costs to remain above the poverty threshold. Second, instead of using the Consumer Price Index (CPI) to adjust median family incomes for inflation, the CBO employed a revised version that treats home ownership costs as a consumption item rather than an investment. In addition to these changes, the CBO then divided all families into five percentile groups to see how the poorest compared to the richest.

Broadly speaking, the elderly made out best, due in large part to the benefits gained from substantial increases in Social Security benefits. Overall, their incomes fattened some 50%. Just as important is the fact that among the elderly the poorest families actually achieved gains that were equal to or better than those of the richest.

More pronounced contrasts between the top and bottom percentiles show up in other population segments, with income gains for married couples with children and for nonelderly childless families in the 80th percentile outpacing those in the 20th percentile dramatically. Even more disturbing is the fact that these reversals have for the most part occurred during this decade.

Cost-cutting measures adopted by industry have also played a role in these results. As senior economist Michael J. Drury of A. Gary Shilling & Co. observes: "As companies eliminate jobs to lower their costs, the share of wages as a source of income has fallen, and that of income from assets has shot up. Cost control zeal has caused a shift from income equalization to compensation based on value added. As a result, the pay of entrepreneurs, managers, and professionals is growing faster."

As for whether this trend will eventually result in further income polarization, only time will tell. However, the specter of an American Dream deferred is one that must be addressed by an administration more interested in doing good than feeling good. ☐

### As Income Gains Diverge . . .

| | % CHANGE MEDIAN AFI* 1970–86 | 1970–79 | 1979–86 |
|---|---|---|---|
| **All families** | +20% | +14% | + 5% |
| 20th percentile | + 9 | +12 | − 3 |
| 80th percentile | +29 | +16 | +11 |

### . . . Income Polarization Worsens

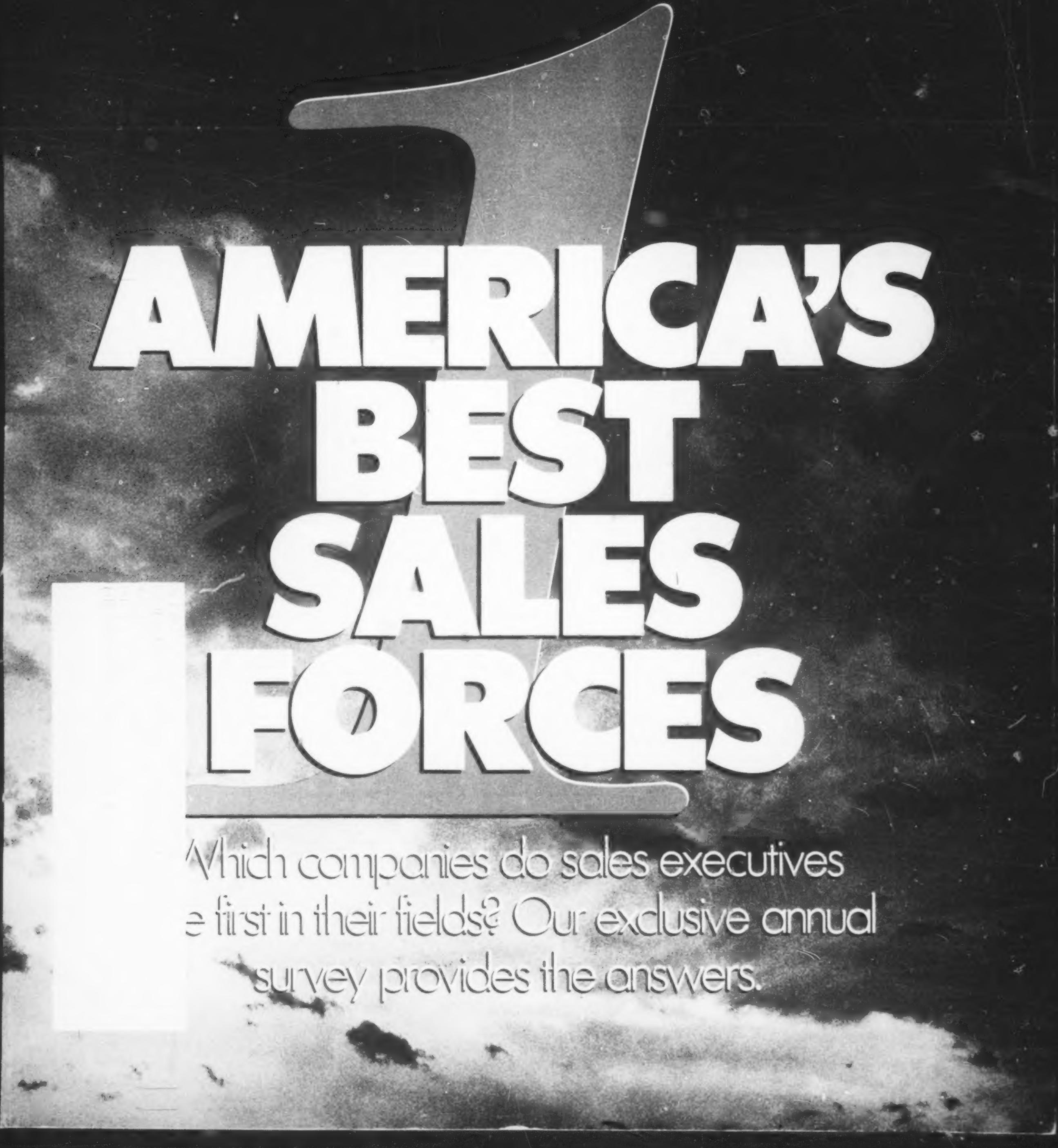
| | % CHANGE MEDIAN AFI* 1970–86 | 1970–79 | 1979–86 |
|---|---|---|---|
| **Married couples with children** | | | |
| Total | +26% | +22% | + 3% |
| 20th percentile | +11 | +16 | − 5 |
| 80th percentile | +35 | +21 | +11 |
| **Nonelderly childless families** | | | |
| Total | +21 | +17 | + 3 |
| 20th percentile | +12 | +16 | − 4 |
| 80th percentile | +27 | +16 | + 9 |
| **Nonelderly unrelated individuals** | | | |
| Total | +21 | +15 | + 5 |
| 20th percentile | +27 | +28 | − 1 |
| 80th percentile | +24 | +10 | +12 |

*Adjusted Family Income
Note: 20th percentile is bottom fifth of families; 80th percentile the top fifth.
Source: Congressional Budget Office, Trends in Family Income: 1970–1986; S&MM calculations.

SALES & MARKET
MANAGEMENT

C1200-1
6/7/88

JUNE 1988
A BILL PUBLICATION
THREE DOLLARS



# AMERICA'S BEST SALES FORCES

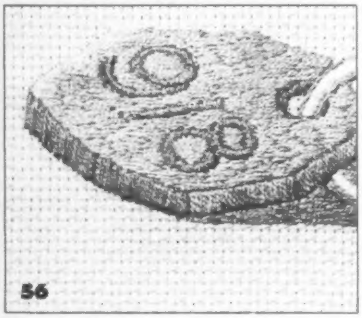
Which companies do sales executives
e first in their fields? Our exclusive annual
survey provides the answers.

JUNE 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

25

46


56

COVER PHOTOGRAPH BY TOM GRILL/COMSTOCK

## FEATURES

**25 AMERICA'S BEST SALES FORCES**

In our fourth exclusive annual survey, sales executives from ten industry categories rate their peers on seven selling criteria and tell which companies' sales organizations set the standards. Survey results reveal a startling degree of parity, but significant differences stand out, too.

**46 TEN WAYS TO SCREW UP A SALES MEETING**

So you think you've prepared for every contingency in structuring your next meeting. Think again. Even the most detailed forethought can be quickly defeated by surprising last-minute problems.

**56 ON THE ROAD: CHEAP OR SUITE?**

Is it necessary for your company and sales force to sacrifice comfort and convenience for the sake of the corporate bottom line? Not if you take advantage of two of the hottest new trends in lodging. An accompanying chart allows you to make dollars-and-cents comparisons.

**64 WAS THIS FIRING FAIR—OR A DIRTY TRICK?**

Sales executive Arthur Shebar is in the midst of a court battle that may determine the answer to that question. And the New Jersey Supreme Court's decision may have far-reaching ramifications that will affect the entire selling profession.

**71 WHEN SALESPEOPLE OWN THE CARS, THE COMPANY RIDES HIGH**

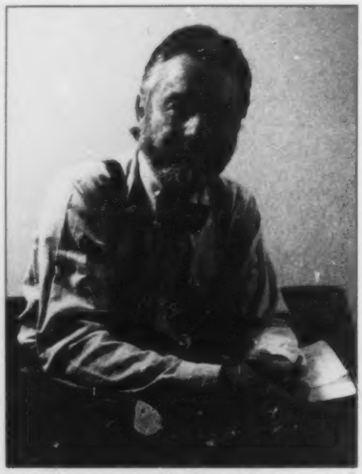
Financial formulas and insurance are two important considerations when thinking about a fleet of employee-provided cars.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** VIEWPOINT
**11** DEMOGRAPHICS IN ACTION
**14** TRAVELERS' NETWORK
**16** PEOPLE
**19** SHORT TAKES
**21** BUSINESS-TO-BUSINESS
**76** MARKETERS, ETC.
**79** COMPUTERS
**86** SALES FORCE MANAGEMENT
**90** SECOND THOUGHTS
**92** BOOKS
**97** TRADE SHOWS
**101** SALES MART
**103** AD INDEX
**103** COOPERATIVE ADVERTISING
**104** SIGNIFICANT TRENDS
**105** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## HOW GOOD ARE THE BEST?



The best writer can write a bad story. The best restaurant can serve a poor meal. The best relief pitcher can have a disastrous inning. The best comedian can lay an egg. The best salesman can botch up a deal.

And yet, despite such falls from perfection, we love to believe in the idea of best. Which is why, of course, there are lists . . . of best writers and restaurants and pitchers and salesmen.

And lists continue to proliferate. Even as I wrote this, I received in the mail *California Business*'s "California's Top 500 Companies" and the *Washington Journalism Review*'s "America's Best Journalists" list.

Given the obvious limits of "best" lists, what accounts for the surpassing interest in them? For one thing, I suppose, they offer the possibility of absolutes in an exceedingly relative world. It's the same reason I turn to the sports section first when I open the newspaper. My consuming passion for sports has long since abated, but the habit persists. It's not just the tumult and the shouting that I like, it's the fact that there clearly are winners and losers. I like to see black and white because I know the rest of the paper will be made up of shades of gray. For me, the sports pages also represent stability and order in a world that has become increasingly unstable and lacking in order. Then, too, the "best" lists bring things down to a human level. We argue about "bests" even when we disparage them.

These ruminations are brought about by our main cover story: "America's Best Sales Forces." Does the world really need another list? I'd say yes—for two reasons. First, it's a way of recognizing a group of people who often are ignored or get short shrift from the press and the world at large. Look at any ranking of occupations; I'm sure you won't find salesmen near the top. Does the public still think of Willy Loman as the archetypal salesman? Or is it some fast-talking sharpie who sells inferior products that people don't need at a price they can't afford? Our list recognizes those who by their example demonstrate their self-worth and the worth of their profession.

Our list is also significant because it's compiled not by journalists in their aeries but by the people who know you best—your peers. We and other business journalists must know something about your problems, or else we couldn't publish magazines that speak to your interests. At the same time, I'd have to concede that, after yourself, nobody knows your sales and marketing problems—your successes and failures—better than your competitors. In our survey, peers judge peers. That's why our "best" list gains more prestige every year.

What does it take to be best? Leadership, of course, and having the right people. But how do the best sales forces get them? Do the best companies raid other companies within their industries when they're recruiting? How much does it cost them to train a recruit, and how long before he's expected to be productive? We'll answer such questions in an upcoming issue. But let's not rush things. Better, instead, to take a fleeting moment to honor the best; after all, in today's seesaw business climate, their moment may be fleeting, too.

Vogl

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:**
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**ADVERTISING:** 212-986-4800, x2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-973-4911

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 8 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP ABC MPA

AUTOMATION

## HOME COMPUTERS: CLASS WILL TELL

Marketers who see PCs in the home as a potential advertising medium will deal with an audience that's stratified along racial, income, and educational lines. At least that's the profile drawn by a Census Bureau report based on a 1984 survey.

White adults 18 years and older are more than twice as likely to have a computer at home than blacks or Hispanics.

Younger people are much more computer aware than adults. Three-fourths of those 3 to 17 years old with computers in the home use them. While white youth were more addicted to video games, their black counterparts were more likely to use the machines for school work. However, white youth are three times as likely to have a computer in the home than black youth.

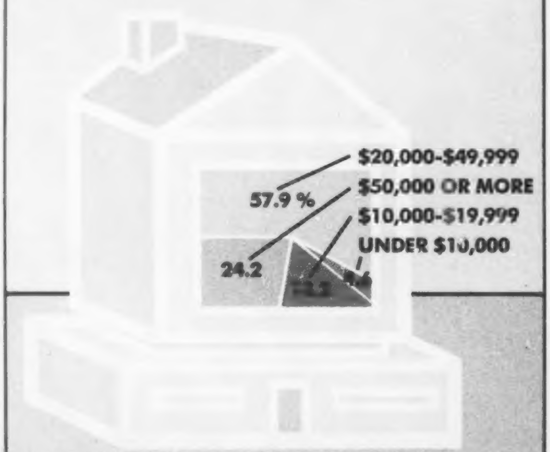
Income differences are not surprising: One in five families with incomes of $50,000 or more have a computer, while fewer than two in 100 families with incomes under $10,000 have one.

Educational differences are sharp, too. The higher the degree of education, the greater the correlation of families with computers.

Tom Miller, head of the work-at-home program at Link Resources, a New York City research firm, thinks "lower prices and easier to use machines have broadened the home computer market considerably" since 1984. He adds that his firm's annual work-at-home survey found computers "in more than twenty percent of households," compared to the 8.9% reported by the Bureau. ☐

### An Upscale Market

**% OF COMPUTER HOMES BY INCOME**



NOTE: MAY NOT ADD TO 100% DUE TO ROUNDING.
SOURCES: CENSUS BUREAU, *COMPUTER USE IN THE U.S.: 1984*, SERIES P-23, NO. 155; *SALES & MARKETING MANAGEMENT* CALCULATIONS.

# Coordinate your marketing messages across multiple media and watch response rates soar!

**Here are just a few of the resounding endorsements Ernan Roman's book, Integrated Direct Marketing, has already received . . .**

Ernan Roman is one of the visionaries who has identified IDM as the ultimate evolution of direct marketing. . . . *Integrated Direct Marketing* is the embodiment of the evolution, the next giant step forward. This book eliminates the tunnel vision of the past. A remarkable book. Well worth reading and applying.

***Bob Stone, Chairman Emeritus, Stone & Adler, Inc.***

Direct marketing need no longer be treated as a stepchild in the communication mix. Smart companies are managing their direct marketing tools synergistically—and achieving impressive results in the process. Ernan Roman not only makes a powerful case for integrated direct marketing but effectively explains how to do it and illustrates how great companies such as IBM, Citicorp, AT&T, and others have used it successfully.

***Philip Kotler, J. L. Kellogg Graduate School of Management, Northwestern University***

IDM is an idea whose time has come. It represents the next generation of this constantly evolving business. . . . There's a lot I like about this book: the new thoughts and ideas; the tools to help you make wise decisions on important questions; the "expert witness" testimony; the case histories. All these things together make this a book that's unusually useful, one you can read quickly for right-now ideas and which will continue to be a valuable reference in the months and years to come.

***Jim Kobs, Chairman, Kobs & Brady Advertising, Inc.***

**Order your copy today!**

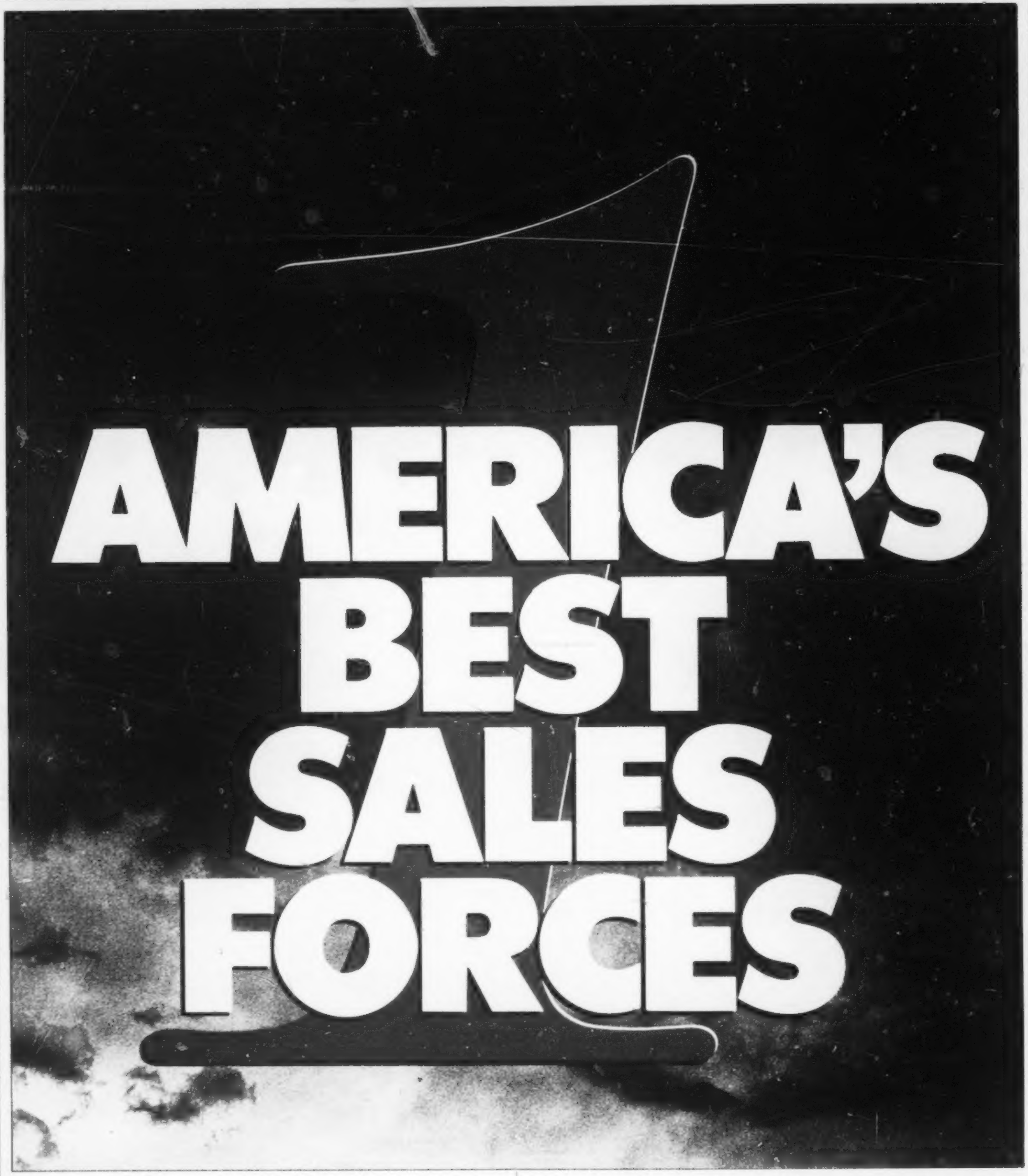
*At your local bookstore or mail this coupon to:*
**McGRAW-HILL BOOK COMPANY**, P.O. BOX 400,
Hightstown, NJ 08520.
For faster service call toll-free **1-800-2-MCGRAW.**
Free 15-Day Examination

Please send me _____ copies of **Integrated Direct Marketing** (0-07-053599-x) at $29.95. If I am not satisfied, I may return the book(s) within 15 days and owe nothing!
☐ Payment enclosed. (McGraw-Hill will pay postage and handling.)
☐ Charge it to my credit card.
☐ MasterCard ☐ Visa ☐ AMEX

Account No. ______
Expiration Date ______
Signature ______
Name ______
Phone ______
Address ______
City, State, Zip ______

23-F994-4000-1

Offer valid in U.S. In Canada, contact McGraw-Hill Ryerson, 330 Progress Avenue, Scarborough, Ontario MIP 2Z5.
All orders subject to acceptance by McGraw-Hill.



# AMERICA'S BEST SALES FORCES

BY AL URBANSKI

PHOTOGRAPH BY TOM GRILL/COMSTOCK

Parity. It's a word that we've been reading a lot lately on sports pages in relation to the unprecedented evenness of competition in the National Football League and college basketball. Now, according to the ratings of respondents to *Sales & Marketing Management*'s 1988 survey of America's best sales forces, parity is spreading to business's premier field of competition.

For the first time in the four years this survey has been conducted, not one of the 100 companies included in the industry rankings scored below 5.00 on its 1.00 to 10.00 scale of poor to excellent. By the same token, no company established itself as an out-and-out industry leader of sales proficiency as some did last year. Indeed, not one company even achieved a score of 7.00. The most admired single company in this year's tally was Goodyear Tire & Rubber with an overall rating of 6.91.

Sales experts across the nation have spoken, and what they've said is that the players are as evenly matched as they have ever been.

The field work and tabulations for *Sales & Marketing Management*'s 1988 survey were completed earlier this year by the Simmons Market Research Bureau, which sent questionnaires to approximately 1,000 sales

# Best Sales Force Survey

**INDUSTRY RANKINGS**

**INTERPRETING THE SCORES**
Survey respondents were asked to rate each of the top 10 companies in their own industries on seven selling

### TEXTILES

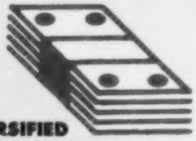
| RANK | SCORE |
|---|---|
| 1. Burlington Industries | 6.52 |
| 2. Fieldcrest Cannon | 6.49 |
| 3. J.P. Stevens | 6.48 |
| 4. Armstrong World Industries* | 6.46 |
| 5. West Point-Pepperell | 6.38 |
| 6. Collins & Aikman | 6.35 |
| 7. Springs Industries | 6.16 |
| 8. Shaw Industries* | 5.89 |
| 9. DWG* | 5.85 |
| 10. United Merchants & Manufacturers | 5.83 |

### GLASS & BUILDING MATERIALS

| RANK | SCORE |
|---|---|
| 1. Corning Glass Works | 6.69 |
| 2. Owens-Corning Fiberglas | 6.65 |
| 3. PPG Industries | 6.47 |
| 4. Owens Illinois | 6.38 |
| 5. USG | 6.33 |
| 6. CertainTeed | 6.16 |
| 7. National Gypsum | 6.00 |
| 8. Norton | 5.97 |
| 9. Jim Walter* | 5.85 |
| 10. Manville | 5.72 |

### PUBLISHING & PRINTING

| RANK | SCORE |
|---|---|
| 1. Dow Jones | 6.35 |
| 2. New York Times | 6.26 |
| 3. Time, Inc. | 6.23 |
| 4. McGraw-Hill | 6.11 |
| 5. Tribune Co. | 6.05 |
| 6. R.R. Donnelly & Sons | 6.04 |
| 7. Times Mirror | 5.91 |
| 8. Gannett | 5.90 |
| 9. Knight Ridder* | 5.79 |
| 10. Washington Post | 5.63 |



### DIVERSIFIED FINANCIAL SERVICES

| RANK | SCORE |
|---|---|
| 1. Merrill Lynch | 6.84 |
| 2. Salomon | 6.56 |
| 3. Morgan Stanley Group | 6.52 |
| 4. Aetna Life & Casualty | 6.47 |
| 5. American Express | 6.44 |
| 6. Travelers | 6.38 |
| 7. First Boston | 6.25 |
| 8. Cigna | 6.06 |
| 9. Bear Stearns* | 6.00 |
| 10. Federal National Mortgage Assn.* | 5.61 |

### RUBBER PRODUCTS

| RANK | SCORE |
|---|---|
| 1. Goodyear Tire & Rubber | 6.91 |
| 2. B.F. Goodrich | 6.47 |
| 3. Rubbermaid | 6.37 |
| 4. Firestone Tire & Rubber | 6.30 |
| 5. Cooper Tire & Rubber | 6.09 |
| 6. Armstrong Rubber | 5.85 |
| 7. GenCorp* | 5.74 |
| 8. Dayco* | 5.58 |
| 9. Dorsey* | 5.51 |
| 10. Premark International* | 5.47 |

### TRANSPORTATION SERVICES

| RANK | SCORE |
|---|---|
| 1. American Airlines | 6.56 |
| 2. Delta Airlines | 6.44 |
| 3. United Air Lines | 6.43 |
| 4. UPS | 6.37 |
| 5. Burlington Northern* | 6.20 |
| 6. Union Pacific* | 5.93 |
| 7. Norfolk Southern* | 5.81 |
| 8. Santa Fe Southern Pacific* | 5.78 |
| 9. CSX* | 5.64 |
| 10. Texas Air | 5.48 |

*More than one-third of respondents in the respective category said they were "not at all familiar" with these companies.

functions (see page 28). Scores in these overall rankings represent an average of the seven grades each company received. A score of less than 4.00 is considered poor, 4.00 to 5.99 average, 6.00 to 7.50 very good, and above 7.50 excellent.

**METAL MANUFACTURING**

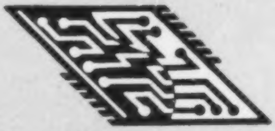
| RANK | SCORE |
|---|---|
| 1. Alcoa | 6.24 |
| 2. Cyclops | 5.89 |
| 3. Bethlehem Steel | 5.82 |
| 4. Armco | 5.78 |
| 5. Reynolds Metal | 5.75 |
| 6. Inland Steel* | 5.71 |
| 7. Kaiser Aluminum & Chemical | 5.69 |
| 8. Alumax* | 5.66 |
| 9. LTV | 5.61 |
| 10. Penn Central | 5.09 |

**TELECOMMUNICATIONS & UTILITIES**

| RANK | SCORE |
|---|---|
| 1. Bell Atlantic | 6.03 |
| 2. Bell South | 6.02 |
| 3. Southwestern Bell | 6.01 |
| 4. Southern Bell | 5.99 |
| 5. NYNEX | 5.98 |
| 6. US West* | 5.94 |
| 7. GTE | 5.90 |
| 8. Pacific Telesis Group* | 5.84 |
| 9. Ameritech* | 5.81 |
| 10. Pacific Gas & Electric* | 5.76 |

**SOAPS & COSMETICS**

| RANK | SCORE |
|---|---|
| 1. Colgate-Palmolive | 6.53 |
| 2. Clorox | 6.22 |
| 3. Chesebrough-Ponds | 6.10 |
| Lever Brothers (tie) | 6.10 |
| 4. Revlon Group | 6.04 |
| 5. Noxell | 5.71 |
| 6. Economics Laboratory* | 5.65 |
| 7. Avon Products | 5.51 |
| 8. Alberto-Culver | 5.41 |
| 9. International Flavors & Fragrances* | 5.31 |



**ELECTRONICS**

| RANK | SCORE |
|---|---|
| 1. General Electric | 6.69 |
| 2. AT&T | 6.60 |
| 3. Motorola | 6.55 |
| 4. Texas Instruments | 6.48 |
| 5. Honeywell | 6.44 |
| 6. ITT | 6.15 |
| 7. TRW | 6.13 |
| Westinghouse Electric (tie) | 6.13 |
| 8. Raytheon | 5.98 |
| 9. Emerson Electric | 5.91 |

executives from each of the 10 industries listed on the following pages. They were asked to grade the 10 largest companies in their categories from 1 to 10 on each of seven different selling attributes: recruiting top salespeople, the ability to keep them, quality of training, opening new accounts, holding accounts, product/technical knowledge, and reputation among customers. The average response rate per category was 20%.

Seven of the industries featured this year were last rated in 1986, two were rated last year (Textiles and Electronics), and one (Diversified Financial Services) is making its debut.

□ □ □

A family fight among Baby Bell companies for first place in the Telecommunications & Utilities category supports the discussion of parity. Bell Atlantic, with an average score of 6.03, edged out Bell South by one hundredth of a point and Southwestern Bell by two hundredths. Fifth-place NYNEX finished only five hundredths of a point off the pace at 5.98.

That's not to say that Bell Atlantic's honor isn't deserved. The Philadelphia-based company doubled sales in its core businesses to $870 million in 1987, resulting in a 66% leap in net income to $40 million-plus. Bell Atlantic is also hailed as being particularly strong in marketing high-profit, specialized communications services to the business sector.

This year's biggest turnaround was pulled off by Goodyear, which finished last in the Rubber Products category in 1986. Two years later, America's top tire marketer leads all industry categories with a winning margin of .44 and sweeps all individual honors.

Interestingly, Sir James Goldsmith's attempted takeover of Goodyear last year may have helped lift the company to the top of the marketing heap. Goodyear was forced to divest most of its non-tire operations to fend off the bid, leading one industry analyst to remark that Goldsmith's "done the company a service by sending them back to what they do well, which is to produce and market tires."

It's possible that financial considerations—namely the stock market crash and its effect on sales—led this year's survey respondents to give even companies that had poor sales the benefit of the doubt, resulting in the tightly clustered mid-range ratings. Yet an executive at one winning company said that Black Monday proved a boon to sales recruitment efforts. "Wall Street has always been our biggest competi-

# The Best in Seven Categories of Selling

**COMPANIES, FOLLOWED BY SCORES, WITH A HIGHEST POSSIBLE SCORE OF 10.**

| Industry | Recruiting Top Salespeople | Ability to Keep Top Salespeople | Quality of Training | Opening New Accounts | Holding Accounts | Product/ Technical Knowledge | Reputation Among Customers |
|---|---|---|---|---|---|---|---|
| **Textiles** | J.P. Stevens 6.67 | Burlington Industries 6.34 | Burlington Industries 6.75 | J.P. Stevens 6.39 | Armstrong World Industries 6.56 | Armstrong World Industries 6.96 | Fieldcrest Canon 7.19 |
| **Glass & Building Materials** | Corning Glass Works 6.73 | Corning Glass Works 6.85 | Corning Glass Works 6.82 | PPG Industries 6.52 | Owens-Corning Fiberglas 6.67 | Corning Glass Works 6.72 | Owens-Corning Fiberglas 6.83 |
| **Publishing & Printing** | Dow Jones 6.40 | Dow Jones 6.41 | Time Inc. 6.48 | Time Inc. 6.29 | New York Times 6.61 | Dow Jones 6.48 | Tribune Co. 6.36 |
| **Metal Manufacturing** | Alcoa 6.27 | Alcoa 6.35 | Alcoa 6.14 | Alcoa 6.04 | Reynolds Metal 5.91 | Alcoa 6.46 | Alcoa 6.55 |
| **Telecommunications & Utilities** | Bell South 6.05 | Southern Bell 6.04 | Bell Atlantic 6.27 | GTE<br>US West * 5.85 | GTE 6.23 | Southwestern Bell 6.19 | Southwestern Bell 6.27 |
| **Diversified Financial Services** | Merrill Lynch 6.75 | Merrill Lynch 6.73 | Aetna Life & Casualty<br>Merrill Lynch* 6.56 | Merrill Lynch 6.84 | Merrill Lynch 6.94 | Aetna Life & Casualty 7.13 | Merrill Lynch 7.13 |
| **Rubber Products** | Goodyear Tire & Rubber 7.06 | Goodyear Tire & Rubber 6.92 | Goodyear Tire & Rubber 6.94 | Goodyear Tire & Rubber 6.82 | Goodyear Tire & Rubber 6.64 | Goodyear Tire & Rubber 6.98 | Goodyear Tire & Rubber 7.04 |
| **Transportation Services** | American Airlines 6.68 | Delta Airlines 6.56 | American Airlines 6.77 | Delta Airlines 6.46 | UPS 6.36 | American Airlines 6.67 | American Airlines 6.88 |
| **Soaps & Cosmetics** | Colgate-Palmolive 6.40 | Colgate-Palmolive 6.36 | Colgate-Palmolive 6.48 | Colgate-Palmolive 6.23 | Colgate-Palmolive 6.82 | Colgate-Palmolive 6.51 | Colgate-Palmolive 6.90 |
| **Electronics** | General Electric 6.81 | AT&T 6.37 | Motorola 6.88 | General Electric 6.44 | General Electric 6.82 | Texas Instruments 6.92 | General Electric 6.91 |

Source: Simmons Market Research Bureau, Inc. * Denotes tie tion for top salespeople," says Abraham Stenberg, executive vice president of Burlington Industries, which ranked as the top selling organization in Textiles. "because they were able to make more money selling securities than selling goods, but that's changed now." However, recruitment is still an area where Burlington appears to need help: It managed only a fourth place for "recruiting top salespeople."

Another top sales force that made a big rebound in this year's survey was Colgate-Palmolive, which finished sixth in the Soaps & Cosmetics industry in 1986. Since then Colgate got a new chief executive, Reuben Mark, whom one industry observer calls "a real salesman for the company." Mark keeps his sales force happy with a steady stream of new products such as Palmolive detergent for dishwashers, which gave Colgate its first-ever presence in that market, and Fab 1 Shot, a pouch containing laundry detergent and fabric softener that scooped all the competition.

"Developing exciting products is probably the best thing you can do to keep a sales force motivated," says Ralph Champlin, vice president of U.S. sales at Colgate. "Also, because our products aren't always the market leaders, our salespeople are known to be hard workers."

Companies with poor sales got the benefit of the doubt, resulting in clustered ratings.

There were two categories in which former winners traded places with their runners-up. General Electric climbed ahead of AT&T in Electronics—no doubt the landmark project of electrifying the mill that will produce GM's Saturn helped considerably—and Corning Glass Works supplanted Owens-Corning Fiberglas in Glass & Building Materials. Corning Glass's Charles Peifer, vice president of sales in the housewares group, has a theory for his company's victory: "Corning used to be perceived by the retail trade as being somewhat aloof—a little detached and too smitten with itself. We read those perceptions, and now we are much more accessible. We are willing to listen and are open to working together with all of our retailers."

Few stock analysts were surprised at Merrill Lynch being named the top selling organization in the Diversified Financial Services category. "Most everybody in the business considers its sales force second to none," said one. Some solid evidence: After reorganizing the sales department last year, Merrill's trading results continued to improve.

"We have very low turnover compared to the rest of the industry," says Merrill's national sales director Dave Komansky. "We feel our salespeople are tops in professionalism. They represent a culture we have tried to build in this firm for more than fifty years."

In another turbulent industry, Delta Airlines, despite a year of bad publicity, finished second to American Airlines in the Transportation Services category. "I feel the honor is long overdue," says American's senior vice president of marketing Michael Gunn. "I think salespeople have a more challenging job at American. Most airlines concentrate on just transportation sales; we challenge our people to sell not only transportation but a whole range of automation products as well." Indeed, American's automated reservations system, Sabre, claims a 40% share of the market.

What accounts for Texas Air's No. 10 rating? Perhaps acquisition-happy CEO Frank Lorenzo, with his conglomeration of Continental, People Express, New York Air, and Eastern, simply had his industry peers confused about what they were rating. Or it could be that, with Eastern's massive pilot defections and the increased number of his airlines' mechanical problems, confidence in Lorenzo's management style has eroded.

Top managers of the 10 top sales forces picked this year will receive their awards at the 4th Annual Sales & Marketing Conference & Expo sponsored by *Sales & Marketing Management* and the American Management Assn.

---

*Al Urbanski is the former managing editor of* Sales & Marketing Management.

## RUBBER PRODUCTS

### AT GOODYEAR, BIGGER GETS BETTER

The stereotype of the big, multibillion dollar company being indifferent to its customers' needs may be popular, but it doesn't sit well with James Barnett, a 38-year Goodyear veteran, and the company vice president of sales and marketing of replacement tires. "It's a lame excuse that being big somehow precludes you from being close to the customer," says the 57-year-old sales executive. "That's no reason for not being customer-oriented."

According to the best sales force survey, Barnett has little to worry about. The $9.9 billion Akron, OH, company, the world's largest tire manufacturer, finished on top in every category ranging from recruiting top salespeople to reputation among customers—no small feat in what has become one of the country's most competitive industries. "You always get the impression that Goodyear wants to sell every tire to everybody who needs one," says W. Dudley Heer, an analyst with Chicago-based Duff & Phelps. "I'm not certain you could say that about every tire manufacturer in the United States."

Goodyear has roughly 500 salespeople on its payroll—including dealers—who call on consumer accounts in the replacement tire business. The sales management structure is broken down into a national sales manager, five regional managers, and 43 district managers, all of whom are ultimately responsible to Barnett.

Yet despite Goodyear's size advantage (its share of the $14.3 billion domestic replacement tire market is 16%, compared to 9% for Firestone, its nearest U.S. competitor), Barnett says the company can't afford to be complacent. "Customers are more demanding than ever; they have a right to be," he says. "Our challenge is to deliver a better product."

As with many other smokestack industries, Barnett says the tire business has become more technical and the salespeople more professional. "You can't maintain customers just because you call on them and buy them lunch and dinner. There may be some of that but it's going to be technical products and service that will get the sale."

To train new hires and keep veteran salespeople sharp, Goodyear leases an elementary school in Akron that it

PHOTOGRAPH BY MIKE STEINBERG/BLACK STAR

**Goodyear's Barnett: "As far as I'm concerned, it's always been us against them."**

has turned into a training center. Recruits, who don't need a technical degree, spend roughly three months in the program, while experienced salespeople are brought back to the center on regular intervals.

Like most sales executives, Barnett feels that finding and keeping top people—two areas where Goodyear did especially well in the survey (7.06 and 6.92 out of 10, respectively)—is the company's biggest challenge. However, he scoffs at the idea that recruiting good people is more difficult in the tire business than in other more "glamorous" industries such as finance and hi-tech. "If you want to be an investment banker, then this isn't for you," he says. "But this is a highly competitive industry, and a career in it now is more appealing than any time in my memory."

Once on board, Barnett says Goodyear motivates its salespeople with a strong compensation package that includes salary and bonuses that can earn salespeople $50,000-$60,000 annually. In addition, the company has ongoing recognition programs and sales contests. As for the possibility of advancement, salespeople can look to the very top: Current Goodyear chairman and CEO Robert Mercer started with the company selling industrial hose.

Despite its sales prowess, however, few would argue that Goodyear's salespeople don't have their work cut out for them. For 1988, Value Line analysts predict tire volume for Goodyear will increase 10%, before flattening out in 1989. And last year the company, which had been diversifying beyond the tire business, spent much of its time trying to stop the highly publicized takeover attempt by Sir James Goldsmith. But its biggest challenge probably came in the form of Japanese-based Bridgestone's purchase of 75% of Firestone's tire business—a move that some analysts predict will increase pressure on Goodyear's sales force. "There's no question that Bridgestone is *very* committed to the tire business," says Duff & Phelps's analyst Heer.

Still, Barnett remains confident that Goodyear will remain on top. "As far as I'm concerned, it's always been us against them. They [Goodyear's competitors] all look the same to me. I worry about what we do."—*B.K.* >

**Colgate's Temperato, Champlin, and Pritchett: Restructure for greater clout.**

PHOTOGRAPH BY BILL KELLY/MESOPOTAMIA

## SOAPS AND COSMETICS

### COLGATE-PALMOLIVE CLEANS UP

"We cut into Cascade like crazy," says Ralph A. Champlin, recounting one of the many triumphs of 1987 for the Colgate-Palmolive Co. sales force. And Palmolive Automatic dishwashing liquid's conquest of P&G's venerable powder was all the more significant in a year when CP's sales force went through a rigorous reorganization.

Besides pushing more power down to the regional level, CP began combining its two main sales forces, household products and personal care products, into a single retail organization, thus reducing costs and increasing sales effectiveness. Champlin, vice president of U.S. sales, points out that when a unit manager (salesperson) visits a store, he or she not only services both lines but is more efficient in general. For example, "If the store's household products specialist is tied up, our person can talk to the woman in charge of personal care products."

Not only did Colgate-Palmolive finish tops in its category in the best sales force survey, but it swept all seven criteria for sales excellence, finishing with an overall mean of 6.53. Clorox was second with 6.22, and ironically Chesebrough-Ponds and Lever Brothers, which merged during the year but were measured separately in the survey, tied for third with 6.10.

"We're going to be even better," says Champlin, 60, surprised at winning in the midst of a restructuring. "We're organizing to stay with the marketplace or even get ahead of it." CP started the sales force changes in the Pacific region in January 1987, gradually introduced them in other areas, and will complete the process this month.

Staying with the marketplace, of course, means keeping pace with the giants of grocery retailing and working with them on deals and promotions. Here, especially, Champlin relied on his two national sales managers, John Temperato and Wally Pritchett, to carry out the restructuring so that it would give CP's 700-member sales force greater clout where it would do the most good.

Thus while unit managers calling on stores are becoming generalists, CP has tripled the number of key account managers who make their presentations at the regional and national headquarters of grocery chains. These people specialize in either household or personal care products and create merchandising programs for them with people in the retail organization.

New as these changes are, they're already affecting the performance of the company, which last year had worldwide sales of $5.6 billion. Unit volume for the entire company jumped 9% last year, "which is fantastic," says Brenda Lee Landry, an analyst with Morgan Stanley, "and the new products really excited the sales force." For example, instead of test marketing Fab 1 Shot, an all-in-one laundry product sold in packets containing detergent, fabric softener, and an antistatic agent, CP stole the march on P&G by rolling it out immediately last fall.

Generating sales at the expense of profit has been a problem, however, says Landry, noting that CP's after-tax margins were only 3.6% of sales in 1987. "Reuben Mark [CEO and a former marketer] wants four percent this year, so he's telling the sales force not to give away that extra case."

Indeed, the drive to improve the bottom line is being built into CP's compensation plan. "Before, we were a volume-for-volume's-sake outfit," says Champlin, "but now, after a key account manager hits his quota, he's paid additional dollars for return on sales. Also, he gets a bonus for promoting a more profitable mix of products."

Competing in the high-powered packaged goods business, however, "is still a volume business," says Champlin. Under the new structure, bonuses for unit managers are based on volume and their prime job is to persuade store managers to bring more CP goods out of the retailer's warehouse and stock them on the shelves.

Blending people from personal care products and household products into a harmonious whole took planning and considerable cross-fertilizing. Even before last year, people from one division were often transferred or promoted into management jobs at the other, anticipating the consolidation. To prepare unit managers for the change, Champlin paired them with their opposite numbers from the other division and had them work a territory together for several weeks.

Simultaneously, the four regional offices were beefed up to handle enhanced responsibilities. Each is headed by a general sales manager who, besides a manager of retail sales and another for key accounts, has specialists in marketing, sales training, and customer service reporting to him.

They all have their work cut out for them. No one at CP, least of all Champlin, has illusions about the severity of competition in the company's major markets. "P&G got a head start on us with Crest Tartar Control," he says, referring to the hottest segment of the toothpaste market, "but we're coming back strong. We're still the good guys, and these days we're bringing more to the ball game."—*M.E.* >

## TELECOMMUNICATIONS & UTILITIES

### BELL ATLANTIC'S HI-TECH REPS

High technology is becoming commonplace to Bell Atlantic's salespeople, both as a sales strategy and as an on-the-job tool. Despite accusations by the Pennsylvania attorney general that one of its subsidiaries practices "deceptive marketing techniques," Bell Atlantic was picked by its peers to have the best sales force in the telecommunications and utilities category. The Philadelphia-based Bell holding company, one of the seven regional Bell operating companies (RBOC) created by the AT&T consent decree, has moved swiftly to exploit the symbiotic relationship between telecommunications and computers as well as edge its sales force into the age of automation.

Among the seven RBOCs, Bell Atlantic ranks third in revenues ($10.3 billion), net income ($1.2 billion), and revenue growth (3.8% last year), topped by Bell South and Nynex, respectively. "In their telephone business," says Audrey L. Stevoff, vice president, Duff & Phelps, a Chicago investment house, who follows the RBOCs, "Bell Atlantic is among the most efficient in the country. And they've done an excellent diversification job, moving into computer services and maintenance, which works well with telecommunications, as well as financing and leasing, so that they can offer the business customer a well-rounded package."

At the heart of the thrust into new markets is Jane Chadwick, a 29-year Bell veteran who is vice president of intermediary marketing, Bell Atlantic Network Services Group. Her 28 account executives (AEs), working out of McLean, VA, headquarters, serve as a sales support function for Bell Atlantic's three operating companies (New Jersey Bell, Bell of Pennsylvania, and the Chesapeake & Potomac Companies), calling on a broad spectrum of national and regional accounts.

**Bell Atlantic's Chadwick: Her AEs serve a sales support function for three operating companies.**

PHOTOGRAPH BY DAVID HATHCOX

"We zero in on the market itself because a lot of companies and markets are unique," she explains. "Because value-added networks and cellular carriers have their own set of needs, the products and services we sell to each are totally different, so we have specialists for those categories. When I look at the AEs who call on the interexchange carriers, they can sell any number of the products and services we offer. We are interested in learning how a customer's business is run, what the particular needs are, and then providing a solution that speaks to him, whether it involves office automation, computer networks, or how to handle data transmission."

Because future solutions will be increasingly technological, Bell Atlantic last year beefed up its standard training with what's called the Top Gun program. Sixty top sales producers were picked from the group's 250 sales representatives for an intensive 13-week course—stretching over nine months—that examined emerging technologies in the telecommunications-information services complex.

"We want to position the AEs for the future," Chadwick says, "getting them to think about the emerging technologies and how they can be used creatively to solve customer problems, and to think of new ways of doing business with the products and services we have today and could have tomorrow." While it meant taking AEs from the field for 13 weeks, Chadwick insists "it was an investment in the future."

When the 60 AEs graduated last September, they were given laptop computers as a reminder of how their jobs will be influenced by new technologies. Even before that ceremony, Chadwick had introduced her AEs to sales force automation, making desktop PCs available in the office. "All of the PCs in our sales offices are linked by a LAN (local area network) that the AEs use to generate reports, pass information back and forth, communicate with customers, report sales, and keep track of their account planning."

Top Gun wasn't the AEs' first exposure to computers. One of Chadwick's most lucrative businesses is selling software to other RBOCs. "All the telcos use the same hardware," she notes, "but we have an edge in that we developed a lot of neat programs that make our jobs easier and save time for management, which we sell to other telephone companies."

Chadwick thinks the PCs are "one reason why our sales force productivity is increasing five to ten percent a year. Hopefully, as we become more adept with PCs, we'll do even better than that."—*T.C.T.*

>

**Merrill Lynch's Komansky: Our success is based on a corporate culture built over 50 years.**

PHOTOGRAPH BY DAVID SAL DIMARCO/BLACK STAR

## DIVERSIFIED FINANCIAL SERVICES

### "BLACK MONDAY" TESTS MERRILL LYNCH'S SALES FORCE

To say that the typical investor has become risk-adverse since October is putting it mildly. What's more, analysts say it will take more than a rebounding of stock prices to restore consumer confidence.

And that picture has Merrill Lynch sitting pretty. The financial services industry behemoth, with its 12,000-person sales force and massive marketing and research organization, is positioned to take what comes from an uncertain economy, according to David Komansky, national sales director. No doubt that is one reason why Merrill Lynch's sales force topped S&MM's survey of diversified financial service companies, winning five out of seven categories.

"We handled Black Monday well," believes Komansky. "Our executives were prominent in the media, responding quickly and intelligently. Meanwhile, our advertising campaign has been focused to support our customer and employee base."

That doesn't mean he is belittling the experience. "When market breaks occur, salespeople suffer more than their customers," he says, referring to more than just the financial aspect of the recent market fall. "Just as the public needs to regain confidence, professionals within the industry need to do the same."

Merrill's salespeople are meeting October's challenge by shifting to a more conservative posture and preaching the benefits of total asset management. Its financial advisers stress that the most diversified investors fared the best last October, particularly those who followed Merrill's portfolio management concept that includes fixed income investments.

A recent revision of Merrill's commission structure reinforces that concept. Its new formula rewards retail salespeople for managing larger percentages of their clients' holdings, especially if they include products managed by Merrill, rather than focusing only on individual transactions. It also includes a new grid that penalizes the low-end producer and doesn't reward incremental degrees; salespeople are now rewarded on building the total assets of the investor. (Institutional salespeople are on straight salary plus bonuses.)

What separates Merrill from its competitors? Size, says one industry analyst. He also challenges Merrill's new emphasis on portfolio management over individual transactions, saying that the average salesperson is still more concerned with the level of business, since the ones who produce the most climb the highest. What's more, he feels the company's large number of support people demand it.

Komansky disagrees; he insists that Merrill's success is not due to its size but to the corporate culture that Merrill executives have been building for the past 50 years. "Quite frankly, we are differentiated by the quality and professionalism of our sales force," he believes. "Surveys such as yours have constantly recognized that we have a set of values. It may sound trite, but we take great pride in what the company represents, and it is not lip service when we say it all begins with the client's needs."

Komansky says he is not surprised that the company topped our survey for recruiting and retaining top salespeople, opening and holding onto accounts, and enjoying a strong reputation among its 5 million customers. It is all because "enormous" opportunities in the growing field of financial planning keep the sales force motivated, contends the sales chief. "A large percentage of our force wants to maximize their profession as financial consultants. We spend enormous resources and a lot of time to see that we are properly positioned to support those aspirations."

Nor is he surprised that the company weathered the adverse times better than its competition. Total revenues rose 13% to a record $10.9 billion for its fiscal year ending December 31, while net earnings reached $391 million, second highest in its history. Although profits were below target, they topped the industry by a significant margin, well in excess of its top three competitors combined, Komansky reports. (It should be noted that Merrill's earnings statement is enhanced by several nonrecurring gains.)

A key ingredient includes training, a process that is shaped at Merrill's corporate campus in Princeton, NJ. That assessment is seconded by Perrin Long, a prominent investment industry analyst with the New York firm of Lipper Analytical Services. "There is no question that Merrill Lynch has the best training program of anyone in the securities industry," he says. "It can take a first-time entrant, and within a reasonable period and hard work, crank out a salesperson who will produce in excess of $200,000 in three years."

That ability has traditionally made Merrill a favorite target for recruitment by other firms, although recent moves—including consolidation, which has reduced Merrill's need for new entrants, and an emphasis on older recruits—have dropped its turnover rate to the industry norm of 14%-16%.

A keen eye on technology and product innovation also keeps Merrill out front and extremely difficult to compete with, according to Komansky. Although he admires the numerous well-managed firms in the industry, including smaller companies, Komansky believes that competing with Merrill Lynch means thinking in global terms both geographically and in product selection. And, he adds, "The ability of our delivery system is awesome.

"On the other hand, sheer size is not really the issue," he reiterates. "Look at our ability to capture new accounts and retain them. That is because we concentrate on generating relationships with clients rather than being a transaction organization. We let them know we care about them and their needs."—*P.H.*

## METAL MANUFACTURING

### ALCOA'S SALES FORCE CAN'T WAIT FOR THE NEXT CHALLENGE

C. Fred Fetterolf, Aluminum Company of America's 57-year-old president and COO, has seen a lot of changes in the metal industry since joining the Pittsburgh-based company as a sales trainee 36 years ago. But from a marketing standpoint, none may loom as large as the evolution of the salesperson. "[The job] has become much more professional," says the number two executive at the $4.7 billion company. "It's based on facts, quality, and service. In the past, an awful lot of relationship could transcend bad products."

Such changes bode well for Alcoa, where insiders say product quality has always been high. In addition, our best sales force survey puts the company on top in the metal industry in categories ranging from technical knowledge to opening new accounts. "Alcoa's products have always made them a force to be reckoned with in the industry," says Dennis Sperduto, an analyst with Argus Research in New York. "And they've been quite aggressive in developing and penetrating new markets."

Until two years ago, Alcoa had a centralized sales force, making its roughly 140 salespeople responsible for selling the company's entire product line. But in August 1986, company executives changed all that, and each of Alcoa's approximately 40 business units was given its own sales force. The reason for the move, says Fetterolf, was to meet the growing sophistication of buyers. "The business has become much more specialized," he says. "The biggest challenge facing a sales force is to understand a customer."

Like Fetterolf, who has a B.S. in chemistry, most salespeople at Alcoa have a technical background, although a science degree isn't necessary. Ideally, he says, the company would like a blend of technical and interpersonal skills in its sales recruits.

The company's training program for salespeople varies from six months to a year, depending on the business unit employees enter, and, not surprisingly, it is technically oriented. After the training period, the newly minted salespeople are "dumped" into the field. "We don't put them into little, then big, then bigger accounts," explains Fetterolf. "We give them a big responsibility right away." This, he says, challenges the salespeople and allows them to grow—two elements he

**Alcoa's Fetterolf: Challenge, not commission, is the prime motivator.**

PHOTOGRAPH BY TOM BARR/BLACK STAR

feels are key motivators. "Our salespeople are not motivated by commissions, because they are not on a salary and bonus system. The challenges motivate them," says Fetterolf.

Recruiting salespeople has not been difficult, despite aluminum sometimes being referred to as a mature industry. "You hear phrases like 'the declining metal industry' and 'lack of growth,' but there is a lot [for salespeople] to aspire to," says the former salesman.

Although he is no longer involved in day-to-day sales, Fetterolf says he still does a lot of selling, whether it's to big customers or unions and employees. "I think you're selling yourself everyday," he says.

As for advice to the competition, Fetterolf is obviously reluctant to find fault with Alcoa's sales operation. "You might want to pick on us about price," he says, putting himself in his competitors' position. "And we might be viewed as smug, although I certainly hope that's not true. But from a sales standpoint, I don't see a lot of weakness." Then, he adds with a laugh, "I hope that doesn't sound smug."—*B.K.*

**Burlington's Stenberg: He took the cap off incentives; record sales were the result.**

PHOTOGRAPH BY CHRISTOPHER MORRIS/BLACK STAR

## TEXTILES

### DESPITE A TAKEOVER BATTLE, BURLINGTON'S SALES ARE UP

For the salespeople at Burlington Industries, 1987 was the best of years and the worst of years.

They racked up record sales of $3.3 billion, but many of them are no longer members of the Burlington team, their divisions having been sold to raise capital to take the company private following a hostile takeover attempt last spring by Samjens Acquisition Corp., a partnership of Dominion Textile of Canada and New York arbitrageur, Asher Edelman.

Nine full divisions have been sold—three producing industrial fabrics, the Erwin and Ramseur, NC, plants, two European divisions, W.G. Lord automotive fabrics, and the Burlington prints division. This leaves 15 divisions that manufacture fabrics for home furnishings and menswear, textured woven fabrics, and yarns. Because of the massive sell-off, overall sales for the company will be down by about $1 billion this year.

Though living under a cloud of uncertainty, Burlington's sales force has managed to keep its focus.

Nowhere was this more evident than in the home furnishings group, which—with an 18.5% increase in sales—was one of Burlington's top performers. Though the group uses some outside distributors, the bulk of sales is handled by 40 staff salespeople.

Abraham Stenberg, executive vice president of Burlington Industries and president of the home furnishings group, says hand-holding is what distinguishes Burlington from its competitors. "Our customers are important to us, and we let them know that by delivering quality goods on time and offering them innovative programs. That's how business grows," he says.

One such innovation, the Quick-Turn program, stemmed from salespeople's reports that many store owners were limiting their purchase of draperies to fast-selling colors and sizes.

Stenberg's solution, which he says helped boost sales considerably last year, was to offer a shorter turnaround—seven days—between order and delivery. This way the goods are on the floor sooner and there's a quicker return on their investment. The program has been such a success, says Stenberg, that some of his competitors are copying it.

Stenberg also beefed up service by hiring more people to handle customer calls. Although this increased the cost of service by 20%—a price well worth paying, says Stenberg—the company has only raised its prices 3%-4%, based on increased labor and materials costs; there's been no pass-along of the cost of the new service.

This new operation has played a significant role in the home furnishings group's 18.5% sales increase as well as improving the company's reputation for caring about its customers.

Stenberg plans more improvements including the addition of a retail sales support team, now under development. Its job will be to keep retailers posted on significant trends and help them set up displays, a task now handled by the sales force.

Sales training is a continuing process of *re*training for Stenberg's team; each division's salespeople meet four times a year for one-day sessions. There, sales and products are reviewed against the competition, and selling skills, down to the basics of how-to-sell, are honed. The top three performers for each division receive substantial cash bonuses and have their names added to a plaque that hangs in the main office of each division. There are no incentives other than cash.

"We feel that both money and the psychological incentive of peers knowing that you've done a good job is an excellent combination for motivating people," says Stenberg. "People work harder when they see that the fruit of their accomplishments is money in their pockets."

This year the pockets of Stenberg's top performers will be bulging: He has taken the cap off incentives. Like most companies, Burlington had a cutoff point on commissions to protect itself from paying bonus dollars for what could well be just a lucky sale on a hot item. Stenberg says that he no longer considers this a worry. "The chances of anybody having a bonanza year," he says, "is truly not a likely event, but if they do—whether it's because of their own effort or because they got lucky—so be it. For one year the company may be paying more than it should, but I think the motivation of a salesperson knowing there is no limit to what he can do is more important than a cap to protect the company for a few thousand dollars a year."

Sales performance, which is reviewed monthly by each division's sales and business managers, is measured against an annual strategic plan that sets goals for increasing the volume of business with old accounts and for generating new ones.

Stenberg's biggest challenge this year will be to keep up the momentum. "I don't see any complacency, but when you're winning, that's when you have to be on the lookout to make sure your people don't become lackadaisical."—*L.M.*

NEW VISIONS
VISIONS

**Corning's Peifer: The reward for outstanding performance—a lucrative bonus program.**

PHOTOGRAPH BY MICHAEL GREENLAR/PICTURE GROUP

## GLASS & BUILDING MATERIALS

### CORNING BOOSTS SALES WITH BETTER CUSTOMER SERVICE

"Not so long ago," admits Charles L. Peifer, vice president for houseware sales for Corning Glass Works, "our company was perceived as being a bit too smitten with itself, to the point where it was considered extremely rigid and nonresponsive to the market." Peifer can afford to say this now: Sales were up 18% last year, and Corning's sales force stands first in the glass and building materials category of our best sales force survey.

How did Corning transform its image and boost sales at the same time? It wasn't easy, Peifer says, because his biggest challenges last year—expanding distribution and improving customer service—were sometimes at odds with each other. By adding 31 food brokers to tap the lucrative grocery chains in major metropolitan markets, he got his distribution. However, because of unexpected consumer demand, it was a touch-and-go situation keeping customers supplied. "If your customers can't count on you to deliver what you promise in the quantities you promise," he comments, "it's difficult for them to plan with confidence."

Could Corning itself be faulted for failing to plan adequately last year? Peifer says not. "Because we changed our portfolio of products," he explains, "we had no benchmark or baseline from which to forecast sales."

The problem has been somewhat ameliorated, but Peifer says he is still not near where he wants to be by the end of 1988. An integral part of reaching his goal is the use of Corning's Leaderset, a computer shelf management system introduced last year.

Leaderset is designed to help retailers make educated buying choices as well as show them the best way to improve sales through effective shelf positioning. Retailers are given a variety of line drawings illustrating shelf displays, and statistical data on product movement compiled by A.C. Nielsen. The graphic models and the data (which is broken into geographic areas, seasonal sales, and type of merchandiser—including grocery, drug, and hardware stores) is supplied to the retailers either on printouts or floppy disks.

"As with any technology," Peifer says, "to say that we fully understand Leaderset's capabilities would be an overstatement. But right now we can go to retailers and say, 'Retailers of your kind typically experience this kind of movement on this item.' "

Another part of Peifer's strategy is the 26-person, part-time sales support team that was hired last year and will double this year. This sales group is supposed to take care of the details that busy store managers often overlook. They keep tabs on stepped-up production and educate major accounts to give more lead time when placing orders so the information can be rolled into Corning's forecasts. They also check shelf-tags, make sure POP displays are in place and that products are positioned advantageously, and remind retailers when to reorder.

A company can be put out of business just as quickly by a successful product that's not available as by a bad one, says Peifer—"If a product is not properly displayed and the reorder mechanism isn't in place, you can go out of business in a week."

The reward for outstanding performance is peer recognition and a bonus program for the 60-person sales force that caps at 115%, calculated on both overall performance and sales volume for individual brands. In addition, there is a host of annual awards ranging from cash to pieces of Steuben glass—Corning owns Steuben—for the company's top salespeople and the best regional and district managers.

Peifer's goal for this year is to make further improvements in customer service, an area he considers the most vulnerable in the eyes of his company's competitors.

"Today," says Peifer, "we are far more responsive to legitimate business needs than we have ever been. While we have not eliminated all problems in customer service and aloofness, we have made major steps in improving both. We keep reminding our people that Corning isn't in the commodity glass business, it's in the value-added business"—*L.M.*

**GE's Engelman: More emphasis on key account selling helped GE win.**

PHOTOGRAPH BY LARRY FRANK/BLACK STAR

## ELECTRONICS AND ELECTRICAL EQUIPMENT

### THE SALE THAT TURNED GE ON

Outfitting a new General Motors plant with state-of-the-art electrical gear usually involves more than one supplier, but that's not what happened when marketers at General Electric Co. mustered to land the job at GM's Saturn factory in Spring Hill, TN. "We got the whole thing," says David M. Engelman, vice president and general manager of GE Electrical Distribution and Control Sales Div. "Everyone was flabbergasted."

Besides beating out rivals for electrifying the plant that'll turn out GM's touted car of the future, the Saturn sale was a landmark in General Electric's sales effort. "For once, we got the whole of GE together," says Engelman, noting that the work is being parceled out to several of GE's 14 businesses. In what is probably one of the most productive opening calls in the history of any industry, vice chairman Lawrence A. Bossidy led a team of corporate vice presidents that dropped in on General Motors chairman Roger B. Smith nearly two years ago. The message: GE wants to be partners with you on your major projects. Smith liked what he heard and urged the GE team to contact Saturn.

At that point, GE put together a 40-person sales team committed to landing the contract for the Saturn plant. Not only did it include top executives from such diverse operations as plastics and power systems but a deliberate effort was made to match the ages and personalities of GM's Saturn team. GM had some young hotshots, so General Electric included some sales engineers in their early thirties.

By the time they closed the sale last year, the General Electric people had escorted their GM counterparts on tours of GE plants and hammered home the idea that they'd benefit by having a single electrical supplier for the Saturn plant. "They got in on the front end of our product planning," says Engelman, who is convinced that the exchange of specifications and pricing data was a prime reason GE won the contract. "We didn't hold anything back."

All-out efforts of this sort help explain GE's top showing in this year's best sales force survey. The company finished first in four of the seven categories, including opening new accounts (6.44) and holding accounts (6.82). Overall, it scored 6.69, nosing out last year's winner AT&T with 6.60 and Motorola with 6.55.

Winning the Saturn job brought GE more than just a big chunk of business—specification engineers in other industries tend to look to the automakers for new ideas in manufacturing. Says Engelman, "Now we can go to other industries and say, 'This is the kind of product we used at GM.' "

For Engelman's own division, which this year will sell nearly $1 billion of such things as switchgear, transformers, and motor control centers, the sale was the prize that capped a string of achievements. By redeploying sales engineers and gradually shifting the order-entry process from district offices to his Plainville, CT, headquarters, he was able to reduce personnel by 2% and achieve a 13% increase in sales productivity. At the same time, he squeezed out a 1.3% gain in market share.

Like the other dozen or so sales forces at GE, the Electrical Distribution and Control Sales Div. put more emphasis on key account selling last year, partly as a result of the Saturn success. Whether it be with distributors (65% of sales) or original equipment manufacturers, Engelman says, "We're trying to look at the total business and get away from just talking price and products." His organization totals more than 600, including sales engineers, inside salespeople, managers, and support people.

So satisfying was the Saturn effort, in fact, that it fostered renewed interest in pursuing similar sales at key accounts whose product requirements might cut across several of GE's operating businesses. Albert J. Febbo, a corporate vice president, was put in charge of a strategic account management team in Detroit to concentrate on the automotive market. Sales engineers from the four corners of the company are encouraged to seek sales opportunities for other GE businesses and are rewarded for doing so.

Encouraged by the marketing-oriented philosophy of GE chairman John F. Welch Jr., sales executives and salespeople alike are working closer with major accounts on the complete spectrum of business issues. "The world is different today," says the 55-year-old Engelman. "Before we even start production, our people talk with OEM customers about technical standards and whether we can enhance both our product and theirs to improve our collective profit."

Often these exchanges go beyond mere marketing. GE plant engineers advise customers on upgrading their manufacturing processes. Human resources people provide tips on manpower planning, and financial specialists help with profit analysis. "That way, our customers are more likely to think of us as a total partner," says Engelman, noting that the consulting occasionally extends to the purchasing department. "We're even telling our customers how to *buy* better!"—*M.E.*

## PRINTING & PUBLISHING

### DOW JONES BEATS THE SLUMP/ CRASH JINX

For those in the publishing and financial services industries, 1987 was definitely a memorable year. The problem is, it was memorable for all the wrong reasons. Companies in the newspaper and magazine business will remember 1987 as the Year of the (Ad Sales) Slump, while financial firms will inevitably label it the Year of the (October 19th) Crash. In either case, the picture that emerges is one of cutbacks, dropouts, reorganization, and a considerable amount of agonizing reappraisal.

Given these two less-than-perfect universes, you might think a company involved with both publishing *and* financial services would have suffered a kind of double jeopardy, and to a certain extent, this is true. But in the case of Dow Jones—publisher of the *Wall Street Journal*, *Barron's*, and a host of other financially oriented publications and news services—1987 has also proven to be the Year of the (Award-Winning) Sales Force, something that should take some of the sting out of a year many feel is otherwise best rele-

**Dow Jones's Flanagan: "They do it because they relish the competition."**

PHOTOGRAPH BY CHRISS WADE

gated to the ranks of obscurity.

Placing either first or second in five of the seven areas of sales force quality, Dow Jones took top honors in its category, leapfrogging to No. 1 from seventh place two years ago (the last time this category was surveyed).

Needless to say, the competition was formidable: McGraw-Hill, Knight-Ridder, the New York Times, and Gannett, to name a few. These giants have all felt the crunch generated by falling ad sales, but perhaps none more than Dow Jones, since its publications target a predominantly financial audience and advertising base. In light of the instabilities in these markets, did this year's award come as a surprise to the people at Dow Jones?

"At the risk of sounding overconfident," says Bernard Flanagan, vice president of marketing for Dow Jones and head of sales for the *Wall Street Journal*, "I'd have to say no, because I know what our salespeople have had to go through since October 19."

Not that it was all one big downhill slide after Black Monday, of course, since in the weeks following October 19, the *Journal* actually sold better than ever. "We were in a weird situation right after the market fell," says Flanagan, "because even though financial advertising had pretty much dried up, we were selling tons of newspapers. The problem was, the financial advertisers just didn't have the products, so our salespeople were faced with trying to sell something that really didn't exist anymore."

In an attempt to take up the slack, Flanagan and his salespeople concentrated their efforts on general advertising—what's known in the trade as ROP, or run-of-paper—things like automotive, travel, and "anything other than financial," according to Flanagan. And although this may sound like a fairly obvious solution, Flanagan says the plan to use ROP to fill the gap left by financial advertisers was not as simple as it seems.

"At the time," he says, "we weren't sure how our general advertisers would be affected by the market situation. I mean, are people really going to buy a new Mercedes Benz or a new Jaguar if they don't feel they have the money? And if that's the case, then these companies have to ask themselves why they're advertising."

Fortunately, says Flanagan, "they didn't pull back, they kept going, and now we're running about eleven percent higher than our standard ratio."

Another facet of Dow Jones's post-October marketing plan involved finding ways to keep the company's publications competitive in the face of an expanding market, which for the *Journal* involves both newspapers and magazines.

"Most of our advertisers are magazine-type advertisers, and we see ourselves straddling the fence between being a newspaper and a magazine," says Flanagan. "We're always head-to-head with magazines like ***Forbes, Fortune,*** and even with the dailies, since we break out our regions."

When asked if this dual identity translated into a broader spectrum of potential clients for advertising, Flanagan said that it actually makes little difference, given the equally large number of publications in either field. "The competition is hotter than it's been in many years," he says, "because everybody's trying to get into our market. Newspapers have shored up their business coverage, and we're all vying for the same advertising dollars."

Considering that neither the financial market nor the publishing industry is completely out of the woods, Dow Jones really can't afford to rest on its best sales force laurels for too long, something that Flanagan is keenly aware of. As for the specter of 1987, Flanagan has this to say: "We wound up the year okay, but we're still experiencing the dropout of financial [advertising]. On the other hand, we're not that worried about it, because they'll be back when they get their act together. Until then, we'll continue to improve ourselves wherever we can, since we're aware of the competition and so are our salespeople. They're fighting for every line of ad space, and while I consider them to be highly motivated and aggressive, I truly believe they do it because—above all—they relish the competition."—*R.K.*

## TRANSPORTATION SERVICES

### AMERICAN AIRLINES GROWS ITS OWN SALESPEOPLE

The dilemma at American Airlines: Keep ahead in an industry that, since deregulation, has been expanding faster than at any time in its history. Most in this situation give in—they sign on new sales help and see who flies later. But American has charted a different course; it has made its hiring a step-by-step process designed to ensure that it gets the best talent available.

"The really challenging thing in our rapid-paced industry is slowing down and looking thoroughly internally and externally for the right people," says Michael W. Gunn, senior vice president of marketing. Especially internally—American likes to draw on its own when recruiting salespeople. "Any of our 65,000 employees can elect to join Passenger Sales," Gunn says. Last year, three out of four sales hires at American had worked at other jobs within the airline.

Those who want to move up to sales at American find themselves the objects of intense scrutiny. The first step is a panel interview—a number of candidates meet with a panel of assistant sales managers. "We look for people who stand out in the interview, those who show us they're competitive, because ours is a highly competitive industry," says passenger sales vice president George Mueller. "And they've got to show us that they really want a sales job." Candidates then meet one-on-one with an assistant sales manager, after which Mueller's staff knows which ones meet another prime requirement: "They must be good at personal contact," says Mueller.

The candidates are next asked to complete a written exam to demonstrate that they can effectively put their thoughts on to paper. Those from outside the company (American recruited on at least 20 college campuses last year) are asked to answer questions about the airlines. "This tells us whether they're really interested in American or if we're just one name on a list of 100," Mueller declares. The final step is an oral interview, a test of the candidate's poise, skill with words, and ability to communicate, especially to persuade.

Those who Mueller's staff feel have the stuff to become "accomplished sales reps at American," go into what's called a "primary candidate pool." From this, American's general sales manager, Jack Williams, selects those who are actually hired, as needed. Last year, about 75 candidates got jobs, a high number for recent years, bringing the total sales force to a record 247 assigned to 57 sales districts.

"Our selection process is far from typical. It's far more structured than what we had in the past," says Gunn. Deregulation has changed his sales force's demographics, he adds: The average age of salespeople is now just 37; 82% have a college degree or some

**American's Gunn (l., with George Mueller): Deregulation has changed his sales force's demographics.**

PHOTOGRAPH BY PHIL HUBER/BLACK STAR

college training; and 47% are female.

Once it hires salespeople, American puts them through a vigorous training program. Overseen by Frank Morogiello, American's training chief whose duties also include supervising the hiring process itself, the program includes fundamentals and the sophisticated. There are courses on professional selling, negotiating, account development strategies, sales techniques, presentations, and telephone selling. Added last year was a Quality Workshop in which American's salespeople learn to capitalize on the reputation of the carrier's service and products, such as the computerized reservations system Sabre, instead of just pricing.

The hundreds of applications for a job in sales received last year from American employees were, Mueller notes, largely the result of a deliberate effort to get people thinking about selling for the company. "One of the things every company sales force needs to do is make sure it tells its story to all employees. There are a lot of people in any company who could be very competent sales reps, but they've never thought about the possibility. We make sure that our salespeople interface with others at American to get interest stimulated."

Indeed, the airline will need to keep those applications coming in. American expects to grow by about 18% this year—the same percentage as in 1987—three times the amount predicted for the industry. Last year saw improved service at three new hubs: Raleigh-Durham, Nashville, and San Juan. The year also saw a highly successful blending of its new acquisition, AirCal, into West Coast operations. In addition, more attention was paid to commercial accounts, that is, company traffic managers and corporate travel decision makers, a market that American once left chiefly to others.

The airline also began looking abroad, a move hailed by industry observers who considered it too long in coming. "Last year," says Mueller, "was our first as a major player in Europe. And we were in Tokyo for the first time." The year brought the carrier revenues of $7.1 billion with net profits of $198 million (not the best profit performance it has had due to the AirCal purchase and additions to its fleet of planes).

In this year's best sales force survey, American was cited also for its reputation among customers. That doesn't surprise Tim Margera, who makes wholesale purchases of airline tickets for Olson-Travelworld, a leading Los Angeles travel agency. "The American Airlines rep I deal with, Jim Pappas, is about the most knowledgeable salesman I know. He's always available, which is vital in this business." Margera, however, isn't totally happy with the airlines, including American. "Their domestic pricing is too damn idiosyncratic, but that's another story," he says. "As for Jim Pappas, young salespeople could learn a lot from him about what makes a customer happy."—*A.B.* □

# WHEN SALESPEOPLE OWN THE CARS, THE COMPANY RIDES HIGH

## Tax provisions and insurance are just two reasons why employee-provided cars are worth serious consideration.

BY MICHAEL W. BASSI

Does it pay to have salespeople own the cars they drive?

Headaches of reimbursement have kept many companies away from the idea, but there are signs that this attitude is changing. Tax-related regulations and the need to free corporate capital and cut administrative costs have nudged management toward employee ownership of cars. What's more, executives are finding that, once they apply themselves, it isn't difficult to run reimbursement plans that save the company money and are fair to the salespeople on the road.

Responses by more than 2,000 fleet managers to a recent Runzheimer International survey reveal that more companies changed their business car programs in 1987 than in the previous four years. The percentage of companies where only employee-owned vehicles are used jumped to 12% from 7% in 1985, the time of the last such survey. Another 22% combine employee ownership with company-leased or owned vehicles. Among those with strictly employee-provided cars, 82% said they were used by salespeople.

Ever since the Tax Reform Acts of 1984 and 1986, fleet managers have been reexamining the merits of providing company-owned cars for field salespeople and other employees. The IRS now requires drivers to treat personal use of a company car as income, so an employer with this sort of plan faces an ever mounting pile of paperwork. First, management must come up with an annual value for the vehicle, then determine the percentage of time that the salesperson drives it for personal use. Multiplying the two figures yields the "personal value" of the vehicle to the salesperson, which either must be billed to him or reported on his W-2 as income. Obviously, this is not the first choice, either for management or for the field sales representative.

In contrast, the tax laws have not affected how companies reimburse people for using their own cars for business. IRS fringe benefit values do not apply because the company doesn't own the vehicles. Thus there's an immediate incentive to go this route. Also, with employee ownership, companies need not invest their capital in a fleet of vehicles nor pay the management fees associated with leasing programs.

Rising premiums for corporate liability insurance have affected fleet car

### Trends in Reimbursement

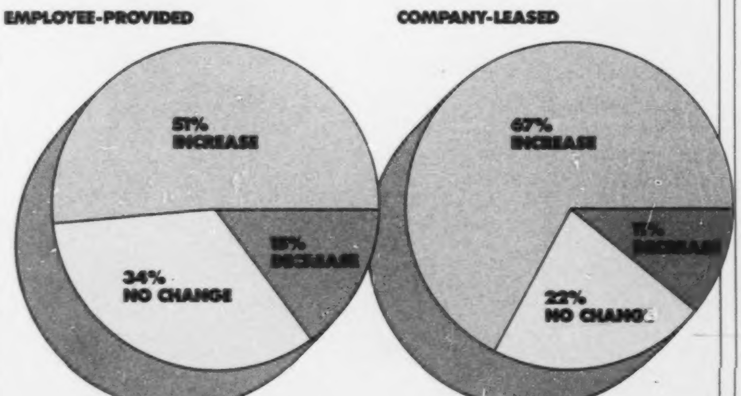
**PROGRAMS USED BY COMPANIES WITH EMPLOYEE-PROVIDED CARS**

| | % OF RESPONDENTS | | |
|---|---|---|---|
| **METHOD OF REIMBURSEMENT** | **1983** | **1985** | **1987** |
| Mileage plus fixed amount, varied by geographic location | 33% | 35% | 42% |
| Flat mileage reimbursement only | 29 | 25 | 27 |
| Fixed amount plus fuel costs | 13 | 13 | 11 |
| Mileage plus fixed amount | 9 | 14 | 10 |
| Fixed amount only | 11 | 9 | 7 |
| Sliding scale mileage reimbursement | 5 | 4 | 3 |

SOURCE: RUNZHEIMER INTERNATIONAL.

### Contrasting Costs

**CHANGES IN PER CAR COSTS, 1986 vs. 1987, UNDER TWO TYPES OF PROGRAMS**



SOURCE: RUNZHEIMER INTERNATIONAL.

ILLUSTRATIONS BY CHRIS REED

programs, too. Employers often find that their automobile insurance costs are reduced when the employee carries the primary policy on his business car. Corporate lawyers also see employee ownership as a way to help companies distance themselves from potential legal action.

Best of all, perhaps, the overall cost of a fleet program is less when employees provide the cars. For one thing, they have a vested interest in controlling costs. For another, administration is kept to a minimum, and there is no cost for cars standing idle as a result of redeploying the field sales force. Even the savings afforded by fleet purchases and leasing are gradually diminishing. Today a fleet manager may be able to get cars for about $200 under dealer cost, but an individual salesperson often can buy the car of his choice for $100 over dealer cost. In the grand scheme of things, this difference may not seem significant.

From the salesperson's standpoint, owning his own office on wheels can be a big boost to morale. He can select his own car and accessories, eliminating a source of much complaint when the company does the choosing. Because of fleet car downsizing programs, this has become particularly bothersome in recent years, and it's likely the din will grow louder under programs where the company provides the cars.

Some companies hesitate to "take cars away from the sales force," of course, because they have been recognized as perks for so many years. In industries where competition for sales talent is keen, this still may be a prime consideration.

Even with the strong emotions attached to company-provided car programs, however, two trends in management point toward increased ownership of vehicles by employees. One is the desire of many in top management to run "lean and mean." The other is their insistence on having people drive and maintain their cars more responsibly.

Historically, the main problem with employee-ownership of cars has been that company reimbursement plans didn't treat everyone fairly. Here, management simply has to make a choice between going by the published IRS rates or developing other criteria. The IRS rate may be the easiest, but in most cases it's not fair to all drivers.

For example, the rate of 22.5¢ per mile for the first 15,000 miles and 11¢ thereafter can never be applied equitably to both high- and low-mileage drivers on the same sales force. Nor can it compensate for the dramatic difference

## Four Ways to Pay

### METHODS OF REIMBURSING SALESPEOPLE WHO USE THEIR OWN CARS FOR WORK

| **MILEAGE ALLOWANCE** | **FIXED ALLOWANCE** | **FIXED AND MILEAGE ALLOWANCE** | **AUTOMOBILE STANDARD COST** |
|---|---|---|---|
| For Example:<br>21.0¢ per mile. | For Example:<br>$325 per month. | For Example:<br>$220 per month plus 8¢ per mile. | For Example:<br>A dollar a month plus per mile rate, tailored to recognize geographical cost differences. |

### Advantages

| **MILEAGE ALLOWANCE** | **FIXED ALLOWANCE** | **FIXED AND MILEAGE ALLOWANCE** | **AUTOMOBILE STANDARD COST** |
|---|---|---|---|
| Payments are easy to administer. | Payments are easy to administer.<br>Mileage padding is eliminated. | Payments are easy to administer.<br>Mileage padding is minimized.<br>Payment is provided for both operating and ownership costs. | Reimbursements are accurately tailored to fit costs according to geographic location.<br>Reimbursement is provided for both operating and ownership costs.<br>Reimbursement policies are easily explained to drivers.<br>Reimbursements are regularly updated as cost changes occur.<br>Reimbursements are easy to administer because drivers report only business mileage.<br>Incentives to pad business mileage are removed.<br>Operation of late model cars is assured. |

in costs between geographic areas. The annual cost for a 1988 midsize car in Los Angeles is $5,559, more than $1,100 above the level in Kansas City. A single reimbursement formula obviously won't work here.

That's why many companies with employee-owned vehicles rely on a method called Automobile Standard Costing to establish their reimbursements. As the table below shows, ASC has many advantages over traditional reimbursement formulas. It tailors payments to each geographic territory, yet it's easy to administer because the salesperson reports only business miles on his expense report.

Besides reimbursing drivers equitably for operating costs, ASC also provides a painless way to account for the ownership costs incurred by field sales representatives who have their cars available for both business and personal driving. The percentage of ownership costs not absorbed by the company simply becomes the ownership charge to the driver for personal use.

Management can set this percentage at whatever level it deems equitable. For instance, if a driver uses his car for business five days a week and personal matters for two, the percentages are 71.4% and 28.6%, respectively. In combination with reimbursement for operating expenses, monthly payment for ownership costs removes the inequities of a straight mileage plan. That's because about 13¢ of the standard 22.5¢ IRS allowance is intended to cover fixed costs. Thus, under a traditional program, the low-mileage driver loses out because he doesn't run up enough miles to recover those costs, whereas the high-mileage driver reaps a benefit long before he reaches the 15,000-mile level.

Using ASC to pay a monthly sum to each driver based on location plus a cents-per-mile payment for every business mile claimed obviously has its attractions. Bear in mind, too, that a program of this sort gives salespeople a real incentive to take better care of their vehicles. Pride of ownership alone will make them think twice before hitting the railroad crossing at 60 mph.

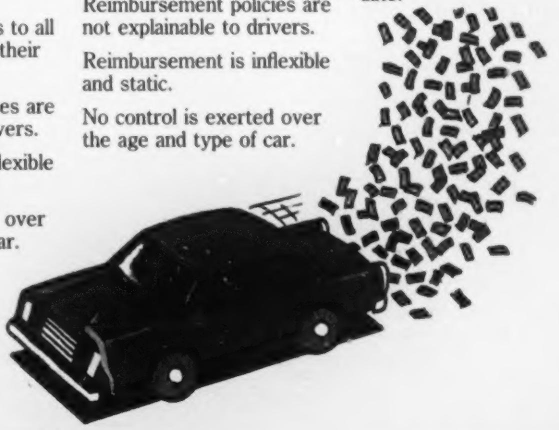
This is a welcome change from programs where the company provides the vehicles. Under them, the best performers get nothing, and the worst benefit by having the company foot the bill for their costly car care. ☐

---

*Michael W. Bassi is director of marketing with the transportation division of Runzheimer and Co., a subsidiary of Runzheimer International, a Rochester, WI, consulting firm that specializes in travel and living costs.*

## Disadvantages

| MILEAGE ALLOWANCE | FIXED ALLOWANCE | FIXED AND MILEAGE ALLOWANCE | AUTOMOBILE STANDARD COST |
|---|---|---|---|
| A mileage reimbursement is used to reimburse both operating and ownership costs.<br>The same rate applies to all drivers regardless of their location.<br>Reimbursement policies are not explainable to drivers.<br>Reimbursement is inflexible and static.<br>Mileage padding is encourage.<br>No control is exerted over the age and type of car. | A fixed reimbursement is used to reimburse both operating and ownership costs.<br>The same rate applies to all drivers regardless of their location.<br>Reimbursement policies are not explainable to drivers.<br>Reimbursement is inflexible and static.<br>No control is exerted over the age and type of car. | The same set of rates applies to all drivers regardless of their location.<br>Reimbursement policies are not explainable to drivers.<br>Reimbursement is inflexible and static.<br>No control is exerted over the age and type of car. | Requires a commitment by management to keep the program viable and up-to-date. |



SOURCE: RUNZHEIMER INTERNATIONAL

## SOFTWARE SCUTTLE: "SERVERS" AND SALES

"Network 'servers' are going to be one of the most rapidly growing categories of the early 1990s, and this is their breakout year," predicts William Zachmann, vice president, research for International Data Corp., the Framingham, MA, hi-tech market researcher. (Part of the software, servers interpret and convert document coding, enabling documents to pass through what are otherwise incompatible local area networks [LANs]).

Speaking at the firm's series of industry briefings, Zachman declared, "With microprocessors growing in speed and power, small disk drives growing in capacity, and software like Microsoft's OS/2 LAN Manager becoming available, servers are improving rapidly in both power and function. They will offer some of the best opportunities to tap low-cost microprocessor power for bigger applications. This year and next will find many vendors introducing them, from basic file and print servers up to sophisticated database machines, high-speed computational processors, communications bridges, gateway processors, and even AI [artificial intelligence] types."

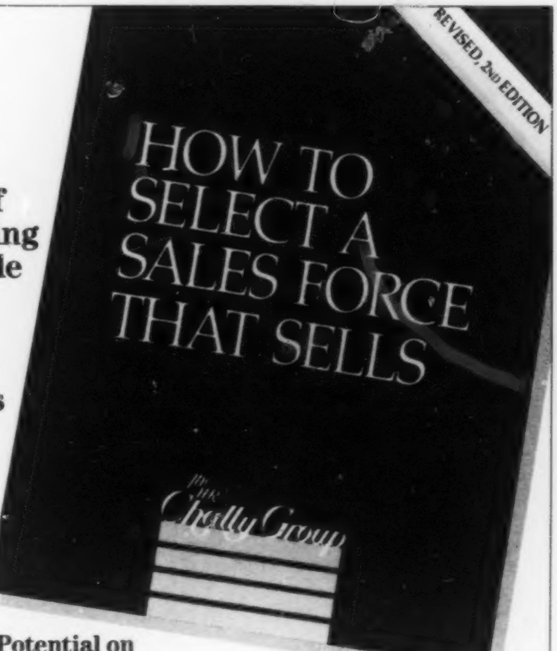
Other predictions and cautions:

- Expect PC prices to edge downward. "As the supply of machines based on Intel's new chip catches up with demand, and a wider selection of more aggressively priced products becomes available from more vendors, price pressure is likely," maintains Zachman.
- According to David Moschella, vice president, expect computer industry hardware sales to rise 6%-9% this year; in addition, PCs will do considerably better, up 12%-16%; minis about average, 4%-8%; and mainframes will continue to trail, 0%-4%. Last year, PCs accounted for one-third of industry shipments, adds Francis R. Gens, analyst.
- Don't be stampeded by vendors into prematurely buying the new generation 386-based PCs that will use the OS/2 operating language. "Such products are not yet real since OS/2 will not be a product this year," insists Aaron Goldberg, vice president of microcomputer service, "and benefits are less real." Stressing that users "should not view the new PCs as mere upgrades," he urged, "look for ways to develop a corporate edge based upon the new technology and its capabilities. Target the departments or user groups that will need these products first."

## SIZE A FACTOR IN MARKETING'S USE OF OFFICE AUTOMATION

Small and large-size marketers are approaching office automation from different directions. Marketing/sales departments in establishments with 100-999 employees are more likely to use advanced office systems (AOS) for word processing, electronic mail, document filing and retrieval, and spreadsheet applications than sites with one thousand or more employees, according to a survey by Dataquest, a San Jose, CA, hi-tech research firm. Their peers in larger sites are more deeply into database management, business graphics, desktop publishing, and voice messaging applications.

Dataquest surveyed MIS (management information systems) directors or their equivalents in 400 firms to gauge the extent to which eight corporate functions (accounting, purchasing, administration, human resources/personnel, marketing/sales, manufacturing/operating, engineering/R&D, and



**Reduce the Risk of Mismatching Salespeople to your Markets and Customers**

**Determining Potential on Instinct Alone can be Risky!**

The H.R. Chally Group has spent 15 years perfecting tools that can minimize your sales risks. We've tested over 100,000 salespeople, 200 sales forces, and interviewed over 5,000 business customers...all to clearly validate positive traits that successful salespeople have in common, negative factors that most deter success, and how to match salespeople to customer buying behaviors.

**Send for your Free Information—Today!**

With our tools, we can predict with statistical accuracy a salesperson's (or sales team's) probability of successfully selling to your customers. Add our approach to your experience and you'll reduce "low performer" risk and mismatching of salespeople to your markets. You'll improve sales productivity and volume. Bottomline, you can assert new control over the selling process.

We created "How to Select a Sales Force That Sells" to feature our latest research and techniques. Get the full story without obligation.

**Free Information Kit**

Name ________
Title ________
Company ________
Address ________
City ____ State ____ Zip ____
Telephone ________
Sales Force Size ____ Industry ____

**Mail to:** The H.R. Chally Group
500 Lincoln Park Blvd., Dept. 27
Dayton, OH 45429-3479

**Or Call:** (513) 299-1255

Circle No. 118 on Reader Service Card

MIS/data processing) use AOS. In the smaller companies, marketing/sales ranked third, with 85.6% penetration; among the larger companies, marketing/sales, with 76.5% penetration, ranked seventh, trailed only by the purchasing function.

However, marketing/sales departments set the pace in several application areas. Among larger sites, marketing/sales led all other departments in voice messaging, business graphics, and database management. Marketing/sales also led in voice messaging among smaller firms.

Dataquest's survey shows AOS more widespread among smaller sites than larger ones. Research analyst Krystyna Filistowicz thinks this may be because smaller sites disperse AOS among different departments, while larger ones base it in a central facility to serve the needs of various corporate departments. She also cautions that only sites with installed AOS were included in the survey, thus it does not represent the universe as a whole.

Filistowicz could not say whether the marketing/sales function included field sales or was limited to the staff function. "We left that to the respondent's discretion," she said.

Marketing/Sales Use of Advanced Systems

| | PERCENTAGE OF USE | | | |
|---|---|---|---|---|
| APPLICATION | SMALL SITES | INDEX | LARGE SITES | INDEX |
| WORD PROCESSING | 97.4% | 100 | 93.9% | 100 |
| ELECTRONIC MAIL | 96.1 | 103 | 95.5 | 101 |
| DOCUMENT FILING/RETRIEVAL | 85.7 | 102 | 83.3 | 101 |
| SPREADSHEETS | 84.4 | 106 | 77.3 | 108 |
| CALENDARING/SCHEDULING | 80.5 | 108 | 80.3 | 99 |
| DATABASE MANAGEMENT | 62.3 | 102 | 78.8 | 119 |
| BUSINESS GRAPHICS | 58.4 | 106 | 68.2 | 124 |
| DESKTOP PUBLISHING | 32.5 | 116 | 43.9 | 127 |
| VOICE MESSAGING | 14.3 | 158 | 22.7 | 157 |

**Note:** Index computed by dividing the marketing/sales percent figure by comparable figure for all small or large sites.
**Sources:** Dataquest, S&MM (index calculations).

### HYBRID PC SPEEDS NEW PRODUCT INTROS

Time was when transmitting graphic images and schematic drawings from computer to computer was difficult at best. But no more, at least if Evelyn Seltzer Wilk, head of her own Chicago-based consulting firm, is correct. Wilk's concept of "personal workstations" would combine features of powerful PCs used in the office with those of graphically sophisticated technical workstations used by engineers for computer-aided design (CAD) and manufacturing applications. This means improved communications between marketing and technical departments with smoother, error-free new product programs.

This hybrid workstation will, according to Wilk, bring greater automation to the product development and

HOTEL MERIDIEN

A European genius for meetings in New Orleans.

Le MERIDIEN
NEW ORLEANS
TRAVEL COMPANION OF AIR FRANCE
614 Canal Street, New Orleans, LA

Your meeting in New Orleans can only profit from the inimitable French flair of Le Meridien. In the heart of the business district and across the street from the French Quarter, our 497 beautiful guest rooms and 10 flexible meeting rooms can accommodate anything from an executive board meeting to a convention of 500. Our superb banquet facilities are equalled only by our award-winning French restaurant *Henri* and *La Gauloise* brasserie. We'll even accommodate your off-site meetings with our mouth-watering cuisine. And our fully equipped spa and heated outdoor pool will relax your meeting-goers with a serene air. Just call (504) 525-6500 and meet with our meeting genius.

# SALES & MARKETING MANAGEMENT

JULY 1988
A BILL PUBLICATION
THREE DOLLARS

## MARKETING A NEW TECHNOLOGY
Can AT&T Time It Right?

## HIRING
A New Twist: "Auditioning" for a Job

## SALES TOOLS
What to Look for in a Portable Video System

## SELF-HELP
The Best (and Worst) Books about Selling

## COMPUTERS
Which Database Solves Which Marketing Problem?

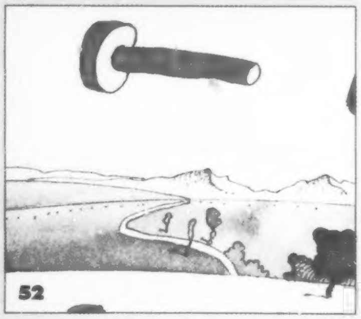
Joe Griffin
Project Director for AT&T's
Smart Card technology

JULY 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

36

THE LACY TECHNIQUE
The One Minute Sales Person
How to Sell Anything to Anybody Joe Girard
TEN GREATEST SALESPERSONS/Shook
HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING
47


52

COVER PHOTOGRAPH BY CHRISS WADE

## FEATURES

**30** **A NEW TWIST: "AUDITIONING" FOR A JOB**

Recruiting counselors wonder about the ethics of "trying-out" for a new position. But outplacement specialists say auditions may be the most effective solution to this decade's massacre of middle managers.

**36** **MARKETING A NEW TECHNOLOGY**

Is there a market for a little slice of plastic that resembles a credit card and carries more information than you'd ever imagine? AT&T's Joe Griffin is banking on it.

**43** **WHAT TO LOOK FOR IN A PORTABLE VIDEO SYSTEM**

The new generation of lightweight systems means not only more productive presentations but more effective sales calls and a new set of potential uses by marketers.

**47** **THE BEST (AND WORST) BOOKS ABOUT SELLING**

Author Jack Falvey writes that several of the classic page turners are fodder for page burners. Some readers disagree.

**52** **WHICH DATABASE SOLVES WHICH MARKETING PROBLEM?**

What *is* a database and when and how do you use one? We answer these questions and more in our report.

**56** **WHO SAYS UNCLE SAM'S A TOUGH SELL?**

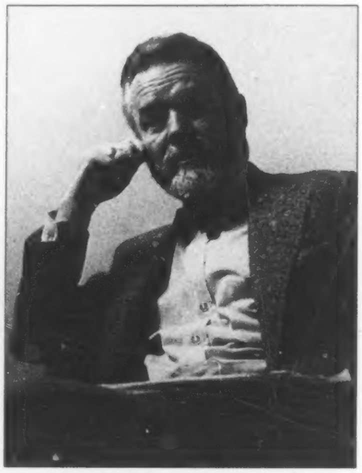
He isn't, really, if you can cut your way through the bureaucracies and monitor the right sources and contacts.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**9** DEMOGRAPHICS IN ACTION
**10** TRAVELERS' NETWORK
**12** SECOND THOUGHTS
**14** BOOK FINDS
**19** SHORT TAKES
**21** BUSINESS-TO-BUSINESS
**22** INTERNATIONAL
**26** MARKETERS, ETC.
**62** COMPUTERS
**66** THE WAY IT WAS
**68** ADVERTISING/PROMOTION
**70** IDEAS YOU CAN USE
**74** COMPENSATION
**76** SALES MART
**79** AD INDEX
**80** SIGNIFICANT TRENDS
**81** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## ONE MAN'S INSPIRATION



What does Vince Lombardi have to do with Ray Kroc? And what do the football coach and the founder of McDonald's have to do with Maria Montessori, who pioneered a unique approach to teaching children?

According to a highly successful entrepreneur I heard recently, these three acted as mentors for him at various stages of his business career. From Lombardi he learned to keep it simple but to execute perfectly; from Kroc, some hamburger homilies; and from Montessori he was taught the depressing effect on creativity of always being told, "You can't do this" and "You can't do that."

Particularly profound? No. In fact, cynics might dismiss these lessons as truisms. But for this man these thoughts were guideposts for his life. I suspect that a lot of good advice (and bad) depends less upon its intrinsic worth than upon striking the right ears at the right time.

A classic example: Norman Vincent Peale's *The Power of Positive Thinking*. Probably no other self-help book has been praised more gloriously or panned more vehemently. But it has not only survived, it has endured. Positive thinking—and such corollary techniques as "imaging" and "visualization"—have become cornerstones of the new self-help movement. Dr. Peale has also endured: He recently celebrated his 90th birthday.

These thoughts are brought to mind by an article in this issue, "The Best (and Worst) Books About Selling" (page 47). These books are not, strictly speaking, inspirational, but in any book about selling the inspirational element looms large. Since most sales executives I know have books that they swear by, I think you'll enjoy reading about your colleagues' favorite choices, and maybe learn something even without reading them. As the noted management consultant Yogi Berra once said, "You can observe a lot just by watching."

Inspiration and mentorism is old stuff. New is the concept of formal job tryouts on an executive level. In his article, "A New Twist: Auditioning for a Job," senior editor Arthur Bragg talks about something that most employers and job seekers would still prefer not to talk about—that is, taking a job for a trial period, with the understanding that there's no guarantee of employment beyond the prescribed time. Now, you might argue that there are no guarantees in any job, and you'd be right. Indeed, some employers make a point of telling you that. I recall a job where, the first day I showed up, I was asked to sign a piece of paper that said that I'd be closely watched for three months and if I didn't measure up I'd be fired—"no hard feelings." If there's a worse way to start your relationship with an employee, I don't know it. (As you might suspect, it was an unhappy shop; I went to three going-away parties the first week I was there.)

But auditioning goes beyond simple poor management practices, into murky ethical areas. A sales manager might very well be exploited—that is, his contacts and relationships within an industry milked during his trial period. Apparently that's been the case, at least with some sales and marketing executives. I recommend Bragg's article to you. It may set you thinking.

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial
**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden
**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:**
Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**ADVERTISING:** 212-986-4800, x2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-973-4911

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey
**PUBLISHER:** Joseph M. Migliore

VOL. 140, NO. 9 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

# HAMILTON LISTENS

This is 1 case style customized 5 ways—proof that we can do it *your* way!

We're corporate America's leading supplier of timepieces. Because we listen. The watches shown above demonstrate our remarkable flexibility. Every one of the more than 100 watches we have available for customization can be styled in a variety of design combinations.

So, whether you're interested in awards, incentives, premiums or personalized gifts—solid gold, plated gold or stainless steel—medallion dials, imprinted dials or engraved cases—link bracelets, expansion bands or leather straps—we can help you develop a program and customize a design that exactly suits your needs and fits your budget.

CALL JAY MILLER at (717) 394-7161 for a copy of our latest catalog.

The Hamilton Watch Company
941 Wheatland Avenue, Lancaster, PA 17604

a company of SMH

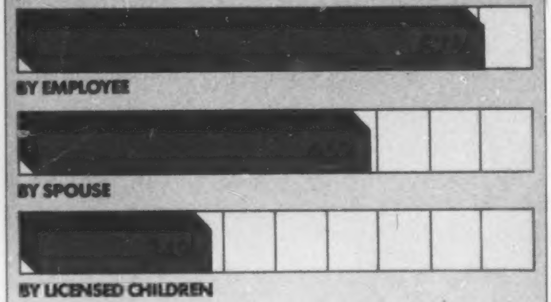
an American tradition since 1892

Circle No. 128 on Reader Service Card

## A Not Quite Free Ride

The National Assn. of Fleet Administrators recently surveyed its members on personal use of company cars, touching on aspects ranging from average miles driven per month to reimbursement policies. Over 460 fleet managers responded, representing more than half-a-million vehicles. Following are the results:

- Percentage of companies that permit personal use:



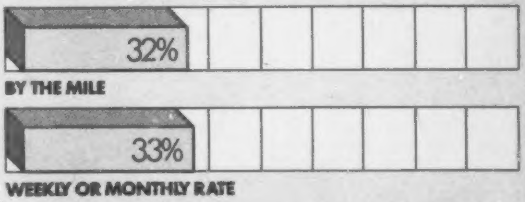
Average personal miles per month—408.

- Percentage of companies that set maximum miles employees may drive:

Average limit—388 miles.

- Percentage of companies that charge employees for personal use of vehicles:

- Method of charging:



The rest use a combination of both or another, unspecified, method.

- Amount employees are charged per mile—17.5¢.
- Amount employees are reimbursed for using personal car for company use—21.4¢.

## EMPTY POCKETS CAN YIELD WORKABLE LEADS

A pocketful of handwritten sales leads on scraps on paper. That's what exhibitor salespeople returning from trade shows usually bring home. But now there's a PC that may take over the chore of recording sales leads for them. The result: fewer lost leads and faster follow-up.

Such is the promise offered by Michael Nolan's Free World Marketing, Newport Beach, CA, whose lead collection and management system combines magnetic stripe technology with a software program called ProMotion. Nolan, a 15-year marketing executive in the medical products industry before starting his company in December 1986, asserts that his system shortens the time it takes to capture lead information at the booth, drastically cuts post-show lost sales leads, and generates reports that salespeople can use to follow-up leads after the show, as well as enabling managers to track the fate of the leads more effectively.

The system replaces the standard mechanical imprinter with a magstripe encoded to capture demographic data that qualifies booth visitors by such criteria as industry, product interest, or area of concern. When the visitor's ID card is fed into a magstripe reader (rental: about $60 for the length of the show), which is linked to a PC, ProMotion (purchase cost: $495; rental cost for a trade show: $50) sends the information into a lead fulfillment database and flashes the information for up to 14 different fields such as first and last names, address, and industry onto the screen. "If you sell power supplies and the information indicates the visitor is interested in active components," Nolan says, "you have a better idea of what to tell him." ProMotion also includes a notepad section in which the salesperson keys in comments that will be helpful in subsequent sales calls.

The new system can also shorten sales cycles. "When you return home after the show," Nolan explains, "you have a computer file of prequalified leads you can work with right away. Using ProMotion's word processing component or interfacing with any of the popular WP packages such as WordStar or WordPerfect, you can quickly send personalized letters to the booth visitors. That's important if you believe the first salesperson to reach a prospect after a trade show has a better chance of getting the order. If you use the standard imprinter, you have to figure on about 15 hours, or two days minimum, to key 500 leads into a PC."

Still, old habits die hard. Nolan expects to have his system used in at least eight trade shows this year, including some of the biggest—the winter and summer Consumer Electronics shows and the National Assn. of Broadcasters convention. However, some of the shows will offer both the magstripe and mechanical imprinter versions because some exhibitors are not ready for the newer technology.

Nolan primarily targets his selling efforts at the companies handling trade show registration. Registration Control Systems and Compusystems have bought his idea, he claims, adding: "Those two probably handle ninety percent of the trade shows in the U.S."

He thinks the system also makes buying a laptop cost-justifiable for marketers. "Renting a desktop PC for a trade show generally runs around $200," he says. "If you do five trade shows a year, you recover the cost of a laptop, plus you have the machine available for other uses." At least one vendor, GRiD Systems, the Fremont, CA, manufacturer of laptops, has already approached Nolan about the possibility of marketing ProMotion along with their hardware.

Once he has a strong beachhead in the trade show market, Nolan will push ProMotion in the business advertising and direct mail fields. The program can import advertising-inspired inquiries from publishers via a modem or from mail houses via a floppy diskette.

## "TEST DRIVING" USED PCs

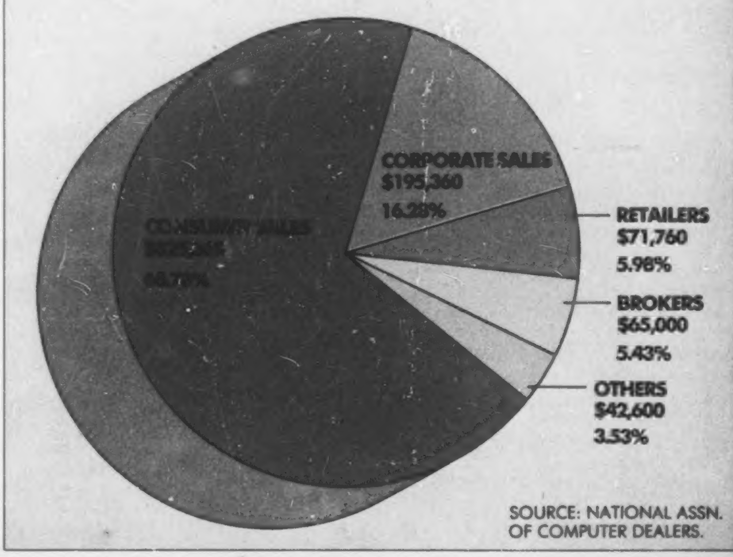
There's a booming "used" micro market, especially important for those marketers who feel the cost of a new PC is too high for their budgets. A research project by the National Assn. of Computer Dealers, Houston, put this new market at $1.2 billion in 1987; and executive director Ray C. Davis expects that figure to rise to $1.8 billion this year, noting that a dramatic advance in technology always spurs interest in secondhand machines. Businesses that want to add to their current models without having to change software are prime candidates for the purchase of used machines, he adds.

In contrast to the traditional policy of mini and mainframe makers, PC vendors do not accept trade-ins. Davis thinks they may change their tune as competition to lure users to the new generation machines increases.

Competition in used micros is forcing prices upwards. The resale price of an Apple computer is 67.23% of the selling price of a new unit, up 4.1% over the past year, Davis says. Compaq models, at 73.21%, are up 3.87%. The resale price of used IBM PCs, however, has remained at 63.14% of the original price.

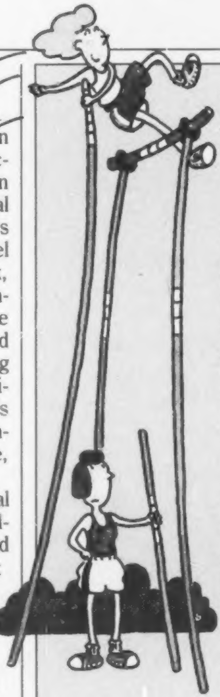
The association's *Computer Blue Book* provides the list price, street selling price, and dealers' wholesale price for 12,500 new and used hardware and software products.

Used Computer Market: $1.2 Billion



SOURCE: NATIONAL ASSN. OF COMPUTER DEALERS.

# SIGNIFICANT TRENDS



## Women in Sales
## The Best Industries . . .

|  | % of Sales Force |  |
|---|---|---|
|  | 1981 | 1987 |
| Textile & apparel | 21% | 61% |
| Utilities | 48 | 59 |
| Banks & financial services | 24 | 58 |
| Housewares | 37 | 50 |
| Publishing | 31 | 49 |
| Food products | 10 | 40 |

## . . . and the worst

|  | 1981 | 1987 |
|---|---|---|
| General machinery | 1% | 0% |
| Aerospace | 1 | 0 |
| Transportation equipment | 2 | 1 |
| Tools & hardware | 4 | 2 |
| Automotive parts | 4 | 2 |
| Fabricated metal products | 4 | 3 |

SOURCE: PERSONNEL CORP. OF AMERICA.

## "PINK GHETTO" IN SALES FOR WOMEN?

Will history repeat itself where women in sales are concerned? Field sales occupations are attracting women at an impressive clip. According to an annual survey (1987 version: 350 companies with 12,000 saleseople) by Personnel Corp. of America (PCA), a Norwalk, CT, human resource management consultant, the proportion of women in the U.S.'s field sales forces skyrocketed from 1981-1987, more than doubling from 7.3% to 17.6%. In the same period, women as a share of the U.S.'s total labor force (employed and unemployed) rose at a much slower pace, from 52.1% to 56.0%

A big catalyst for the phenomenal increase of women in sales, says William O'Connell, a partner at PCA and head of the firm's sales management practices department, is the more equitable compensation structure in the sales field. "Compensation in sales jobs is more closely related to performance than in office jobs, O'Connell says. "Performance in sales is quantitatively measured whereas in office jobs it's qualitatively measured. Good performers who are more interested in getting paid on the basis of their performance have always been attracted to sales, and women are no exception. Thus, self-confident, ambitious women who want to get around the forty percent gap between male and female compensation see selling as a golden opportunity."

Talks with clients, he adds, "tend to reinforce that impression. They invariably tell me that women are well represented among the top quintile of their sales producers."

However, there is a dark side to this encouraging trend. Specifically, women are not enjoying sales success across the board—there is an alarming disparity in their ability to secure sales jobs on an industry basis.

This is underscored when you compare PCA's figures for the best and worst industries when it comes to hiring saleswomen (see table, above). Among the top five industries with the highest percentage of saleswomen, the percentages range from a glittering 40% to 61%; among the lowest five industries, an abyssmal 0% to 3%; and the long-range trend is definitely moving downward.

O'Connell minimizes the yawning gap, explaining that "industries where the buyers are predominantly female tend to hire saleswomen. Conversely, of course, industries where the buyers are predominantly male tend to hire salesmen."

Maybe so, but one wonders whether there is an emerging parallel to the situation where black and Hispanic sales representatives are only hired to call on stores in ghetto neighborhoods. Certainly, the fact that college-educated women are entering sales at a faster pace than college-educated males, especially in engineering fields, argues that saleswomen, potentially at least, should be as adept at selling fabricated metal parts and general machinery as at selling textiles and food products.

A principal reason why the 40% gap between male and female pay persists is that until recent years, working women traditionally concentrated in low-paying jobs, such as nursing and waitressing, which were known as "pink ghettos." That picture is shifting rapidly as women move into heretofore male-dominated occupations.

O'Connell concedes that one of the aspects that will shape saleswomen's future progress will be their ability to breach the male buddy network that prevails among salespeople "and buyers, too; this is an often overlooked factor. A lot of sales are still consummated on the golf course and at other traditionally male-oriented activities, such as fishing and hunting weekends and pro football games. While this is decreasing in the face of intense offshore competition and dramatically changing distribution channels, close relations between male sellers and male buyers is still a fact of life."

If this is so, it's a fact of life that can't be changed too soon, especially in sales, where one of the profession's proud hallmarks has always been compensation based on performance, not gender. If "ambitious, self-confident" women perceive that sales, too, has its invisible bars to future progress and are forced to turn to other fields, it will be a costly waste of human resources that marketers can not afford in tomorrow's increasingly competitive environment. ☐

ILLUSTRATION BY DAVID BRION

c1200-1
10/20/88

# SALES & MARKETING MANAGEMENT

AUGUST 1988
A BILL PUBLICATION
THREE DOLLARS

## COMING UP SHORT

How One Sales Executive's Dream
Of Owning His Own Company
Turned into a Nightmare

## IDEAS IN ACTION

Nine Surefire Ways
To Cook Up
New Products

## DEMOGRAPHICS

Where the Hotbeds
Of Metro Growth
Are Now

## STRATEGIES

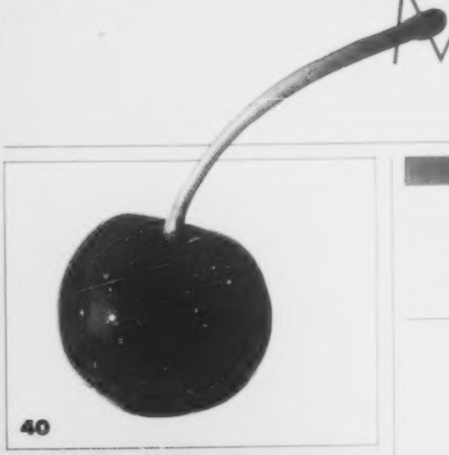
How to Sell
To a Millionaire

## BOTTOM LINE

Financial Literacy
For Marketers

AUGUST 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT



40

COVER PHOTOGRAPH BY ANDREW SACKS

## FEATURES

**36** **FINANCIAL LITERACY FOR MARKETERS**

Understanding the bottom line isn't just a nice skill for a marketer to have: it's a necessity.

**40** **NINE SUREFIRE WAYS TO COOK UP NEW PRODUCTS**

Can you stretch the tried and true while aiming for the new? One marketing expert shares his thoughts on this and other aspects of new product development.

**46** **COMING UP SHORT**

Sometimes dreams don't turn out the way they're supposed to. Just ask Jim Lambert.

**51** **THE FINE ART OF WRITING A SALES LETTER**

Advice from direct mail experts on turning your business letters into offers that can't be refused.

**56** **WHERE THE HOTBEDS OF METRO GROWTH ARE NOW**

Three of the fastest-growing markets are working to overcome problems and take advantage of opportunities.

**62** **HOW TO SELL TO A MILLIONAIRE**

Identifying your target is half the battle, especially when a big house may mean nothing more than a big mortgage.

**67** **SECRETS OF SUCCESS**

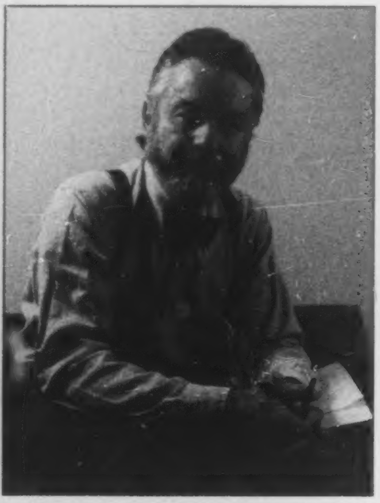
Newsworthy nuggets from seminars during *Sales & Marketing Management*'s Fourth Annual Conference & Expo.

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**8** VIEWPOINT
**11** DEMOGRAPHICS IN ACTION
**14** TRAVELERS' NETWORK
**21** SALES FORCE MANAGEMENT
**24** BOOK FINDS
**27** SHORT TAKES
**29** BUSINESS-TO-BUSINESS
**33** INTERNATIONAL
**35** MARKETERS, ETC.
**69** COMPUTERS
**72** SECOND THOUGHTS
**74** NETWORKING
**75** BUSINESS-TO-BUSINESS ADVERTISING
**76** STRATEGIES
**79** IDEAS YOU CAN USE
**80** SALES MART
**81** AD INDEX
**82** SIGNIFICANT TRENDS
**83** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## THE COMEBACK THAT WENT



"Revamping a department in a major company is one thing. Taking a company left for dead and bringing it to life is another."

Senior editor Bill Kelley wrote those words more than two years ago about a hard-driving, ambitious executive named Jim Lambert, who was determined to rejuvenate a staggering century-old company. Bill's words suggest the difficulty of the task that Lambert faced. Still, the betting at that time was that the former sales and marketing executive would succeed.

Several months ago, Bill received a photocopy of the Lambert cover in the mail. On it was scrawled, "Why don't you check out a company that's making it for change." Bill didn't require this sneering message to know that Lambert was in trouble—the grapevine had been active—but he didn't know how bad things were until he checked. Lambert's company, Morse Tools, was indeed in a sorry state; but he waited until bankruptcy proceedings had begun before attempting to reach him.

He found Lambert pleasant but tentative, and, not surprisingly, there was an air of resignation about him. "He agreed to my request for an interview," recalls Bill, "but he wasn't exactly enthusiastic about it."

They arranged to meet at a restaurant at the Detroit airport. "When I saw him, he didn't appear to have changed very much," Bill remembers. "He wore a golf shirt and a sport jacket, and he had his tan, of course. He's one of those guys who always has a tan—not a Hollywood tan, but the tan of a guy who spends a lot of time outdoors. Lambert's the sort you immediately like: There's a no-nonsense air about him, but he's not a hard-ass, either."

Their first conversation lasted more than three hours. Lambert had succeeded in putting his sour experience with Morse behind him, Bill says, but talking about it stirred things up. Bill compared it to getting over an old girlfriend. "Sure, you know there were good reasons for the breakup, but feelings surface again when you bring back old memories. Sometimes Lambert would get intense in going over the details of how the Morse deal went down. He got especially intense every time the word *lawyers* came up. Invariably, then, he'd light another cigarette. Before parting, we bet on the basketball playoffs. He had Detroit, and I guessed he got particular pleasure in beating a New England team. The Morse factory, you know, was in New Bedford."

At the time of this writing, Lambert has several deals cooking but is unemployed. Bill says he'd like to see him rebound. "He was a gambler and he lost, but he gave it his best without going over the line. In all my interviews I was hard-pressed to find anybody who would say, 'That son of a bitch lied to me.' "

Perhaps ironically, in this same issue is an article titled, "Financial Literacy for Marketers." It would be presumptuous of me to say that if Lambert had had a better financial grounding he wouldn't have put himself or his company on so shaky a limb. Still, it's undeniable that most men and women whose careers are bound in sales and marketing have deficits in their knowledge of financial matters. Now I'm not going to argue that this article is going to increase your literacy level tenfold; I will argue that at the very least it will tell you what you don't know.

Vogl

SALES & MARKETING MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial; William Keenan, Jr., Management

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**CONTRIBUTING EDITORS:** Dr. Jane Templeton, Behavior; Mack Hanan, Sales Strategies; Homer Smith, Meetings; Edward J. Spar, Market Analysis; Ed Crimmins, Cooperative Advertising; Gerald A. Michaelson, Travelers' Network

**PUBLISHER:** Joseph M. Migliore
**ASSOCIATE PUBLISHER:** A.J. Vogl

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey

**ADVERTISING:** 212-986-4800, x2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-973-4911

VOL. 140, NO. 10 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management.*

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

**Are You Putting Potential Sales On HOLD**

**Achieve your marketing objectives with targeted sales support campaigns from *TELEPHONE MARKETING SERVICES***

For over 14 years we've helped our clients reach their business-to-business markets:

- Selling Trade Promotions
- Launching New Products
- Educating and Sampling
- Exploring New Markets

TMS telephone marketing campaigns are custom designed to get results by complementing your marketing plan.

Backed by Cincinnati Bell Inc., we combine the personal attention of a small company with the state-of-the-art resources of a large corporation.

If you're putting potential sales on hold, call TMS at (513) 321-1888 Ext. 50.

*TELEPHONE MARKETING SERVICES*
***A Cincinnati Bell Company***

***The leader in business-to-business telephone marketing.***

*2727 Madison Rd.*
*Cincinnati, Ohio 45209*
*(513) 321-1888 Ext. 50*

**Circle No. 130 on Reader Service Card**

# LETTERS

## NO WAY TO CALL A WOMAN

I subscribe to your magazine and read it carefully every month. I am convinced that your magazine helps me do my job better. I also earmark articles that will be useful to my staff and pass them on.

I was reading "Ideas You Can Use" in your May issue when I stumbled on a brief article, "When You Meet the Press, Be Prepared." My organization has had a lot of bad publicity lately, so I was paying very close attention to how I could be better prepared if a reporter called me. I was imagining myself at my desk, getting this phone call from an aggressive reporter. My adrenaline was going to kick in. What was I going to say? Thank goodness this article was going to help me. I was thinking of actually taking notes.

And then I read "what appears in print can often be traced to a lack of adequate preparation by the businessman." I stumbled and fell off the tracks. As you can tell by my signature, I am a woman. When I read the word "businessman," I saw so clearly in my mind's eye a *man* in a standard dark business suit and tie that my own personal image was catapulted out of my own imagination and out of your article.

The word "man" does not cover all human beings. When I read "man," I see a man. Using "man" psychologically eliminates women. "Businessperson" or "manager" could be substituted for "businessman."

Your magazine does use inclusive language in other areas ("salesperson," "marketer"), and I thank you for that. And keep up the good work on the timely and valuable marketing and sales management information.

Susan Newman
Marketing Manager, Media Distribution
University of Minnesota
Minneapolis, MN

*We are distressed by your letter; certainly we intend no disrespect to women by using the word "businessman." However, we feel that the occasional use of "businessman" or "salesman" is justifiable both for the sake of variety and because it sounds better (compare, for instance, "America's Best Salesmen" as an article title to "America's Best Salespersons").*

*When we use the masculine suffix, it is not to exclude or denigrate women, but because we feel that salesman, for instance, has become an inclusive term, as much as sculptor or poet.*

*All this is unimportant, however, compared to the fact that we alienated you from the article. For that, our sincere apologies.—Ed.*

## COUNT ON US

I just finished reading "Fumbles: Damn Right the Customer Isn't Always Right" [May] and found it to be a great follow-up to April's customer service article.

However, I must tell you I found a "fumble" in the article itself. It said: "We settled on nine examples in industries ranging from automobiles to take-out food," but I searched long and hard for the ninth example. After reading the first eight, I figured the ninth was far too outrageous to print.

Seriously, your articles are used by me to relate to my sales and customer service people the success and failures of companies both larger and smaller than ours. Size has nothing to do with it. Our rule is: The customer may not always be right, but he or she is always the customer.

Joseph R. Bavoso Jr.
Regional Marketing Manager
Whaleco
Brooklyn, NY

*The ninth "fumble," of course, was ours. There were indeed just eight examples.—Ed.*

## CORRECTION

In the spring Computer Directory (May 1988), the price mentioned for Bartel Software's *Totall Manager: The Total Sales System* on page 58 was for the network version only. A single user version is also available, but the price was unavailable at press time. ☐

## Coming Up

**FLEETS**

Now that some foreign cars are manufactured in the U.S., using them in fleets is more appealing. How much of a dent are the foreigners really making? And should you seriously consider a Japanese or German car for your salespeople?

# HOW TO SELL TO A MILLIONAIRE

## First you've got to find one; not an easy task when the appearance of wealth is everywhere.

BY THOMAS J. STANLEY

You can call me an authority on millionaires. Over the last decade, I have personally interviewed hundreds of them and surveyed thousands more using other methods. People are often surprised that millionaires will sit still for an interview. Well, they will, but they *are* price sensitive. It takes at least $100 in cash to get a millionaire to respond to a focus group interview. Participants are always asked if they would like the $100 or $200 themselves or donated to their favorite charity. I've yet to encounter the charitable response. As one millionaire put it to me: "I'm my favorite charity."

Frequently, sponsors who view tapes of my millionaire interviews complain, "They can't be millionaires. They don't have millionaire *names*; they don't *look* like millionaires; they don't *dress* like millionaires." True enough, most millionaires dress conservatively, if not modestly. My response to such comments is: "Do you want to study American millionaires or television actors who look like millionaires?"

Millionaires drive nondescript, full-size American-made automobiles, and often the cars are fairly old and appear the worse for wear. Buicks, Cadillacs, Chevrolets, Fords, Mercurys, Oldsmobiles, and Pontiacs account for over 60% of the cars most recently purchased by this group.

Their tastes in food and drink, as you might expect by now, are nothing extraordinary. Early in my career I was given the assignment of interviewing 10 millionaires in a group setting. I rented a luxurious town house for the interviews and hired a gourmet food consultant who prepared three varieties of caviar and multiple versions of pâté. I also had the finest liquors and French wines available. The first millionaire's response to my offer of a cocktail summarized the attitudes of the other nine: "I drink two kinds of beer—free and Budweiser." Not one bottle of my $600-a-case 1970 Bordeaux was drunk, and the hors d'oeuvres went untouched. Now I know better: The ideal menu for millionaires should include deli sandwiches, scotch, beer, and coffee.

Of the millionaires in this country, 80% are first-generation millionaires. Most of them have both a financial and a managerial interest in a small or medium-sized corporation, partnership, or sole proprietorship. Yet some believe that America is the land of big business. A few numbers show where the reality lies:

- The number of businesses has been increasing by nearly 1 million per year; sole proprietorships have accounted for over 70% of this growth.
- The growth in the number of businesses is approximately

From *Marketing to the Affluent* by Dr. Thomas J. Stanley. © 1988 by Dr. Thomas J. Stanley. Published by Dow Jones-Irwin.

three times as great as the growth of the household population.

- The millionaire population has increased at a rate almost 15 times faster than the household population in America.
- Today there are 90 million households in America. There are also nearly 20 million businesses operating in this country, or one business for every 4.5 households.

The typical American millionaire owns or owned a business that generated annual receipts of between $500,000 and $10 million. (This revenue range accounts for more than four out of five self-made business owner millionaires.) His business is or was likely to be in the top 10% of all firms in its industry in terms of profitability.

Despite the size and recent growth of small and medium-sized businesses, many marketers have failed to address the needs of the business owner and the millionaires among them.

## Where the Money Is In Private Businesses

| Standard Industrial Classification | Number of Firms in Category | Ranked by Market Value | Estimates: Return on Sales (Percent) | Estimates: Total Market Value ($000s) |
|---|---|---|---|---|
| 3079 Plastic products | 180 | 5 | 4.9 | 585,354 |
| 5511 Automotive dealers | 374 | 10 | 1.7 | 455,940 |
| 5812 Eating places | 401 | 14 | 4.2 | 455,490 |
| 2752 Commercial litho printing | 163 | 17 | 5.4 | 414,558 |
| 8911 Engineering and architectural services | 162 | 22 | 5.7 | 382,014 |
| 5084 Industrial machinery and equipment | 450 | 26 | 2.5 | 318,150 |
| 1711 Plumbing, heating, air-conditioning | 200 | 30 | 4.1 | 293,112 |
| 5081 Commercial machines and equipment | 260 | 35 | 4.5 | 279,048 |
| 5161 Chemicals and allied products | 110 | 60 | 3.3 | 179,388 |
| 5085 Industrial supplies | 160 | 61 | 2.5 | 170,700 |
| 5039 Construction materials | 140 | 81 | 3.1 | 131,058 |
| 3544 Special dies, tools | 101 | 90 | 5.5 | 106,758 |
| 3841 Surgical, medical instruments | 19 | 111 | 5.6 | 95,592 |
| 2011 Meat-packing plants | 21 | 126 | 1.0 | 79,800 |
| 2051 Bread, bakery | 22 | 143 | 3.7 | 64,260 |

### HOW TO LOCATE A MILLIONAIRE

While neighborhood quality will certainly identify high concentrations of wealth, most of the households in the so-called prestigious neighborhoods are not in the millionaire league. Fewer than half of the homes that are valued at $300,000 or more are owned by households that have annual incomes of more than $100,000. One researcher found that half of the millionaires in the U.S. do not live in upper-class or upper middle-class neighborhoods, and that more than 700 neighborhoods in one metropolitan area had at least one household with income-producing assets of $1 million or more. Hardly the last word in status seeking, is it—living in a neighborhood that ranks 200th, 500th, or even 700th on the prestige scale?

Well, then, you may ask, who lives in the upscale neighborhoods? People who want to demonstrate their membership in the upper middle class, of course. But, remember, one can be very upper middle class and have a level of net worth nowhere near seven figures and an income of less than six figures. It is my belief that the number of households in America that are interested in looking wealthy is far greater than the number that are interested in being wealthy.

An alternative to targeting millionaires by their neighborhoods is to approach the problem from a wealth generation perspective. As I mentioned earlier, most American millionaires are first generation. Typically, their wealth has been generated from entrepreneurial pursuits. Thus, it is important to recognize what categories of business are associated with the presence of millionaire entrepreneurs.

Even the most elementary marketing textbooks indicate that particular types of industries are often highly concentrated. New York City, for instance, has a high concentration of apparel manufacturers, while Detroit has a large number of tool and die makers who service the automotive industry. A growing trend in marketing to the affluent is the exploitation of clusters of wealth within specific industries. Some enlightened marketers focus on industries with a high concentration of affluent business owners. I suggest finding them through what I call a business taxonomic method, which suggests a hierarchy in terms of the relative market value of business and the corresponding wealth of entrepreneurs within a targeted area.

Table 1 illustrates performance and pro forma market value estimates for privately held businesses with sales of $1 million or more. The number of privately held companies with annual sales of $1 million or more by standard industrial classification (SIC) can be estimated from data supplied by Dun and Bradstreet. Using pro forma net profit figures, you can get an estimate of total market value. You can also estimate the total market value of the million-dollar firms within selected SIC categories. This is a crude approximation, but it provides a reasonable estimation of the value of privately held businesses within each SIC in a metropolitan area.

### TARGETING THE AFFLUENT

Why not target the affluent according to industrial neighborhoods or according to the means that the affluent use to commute to and from work? Some clever marketers have been known to deliberately seek out affluent prospects for car pool membership and seat selection on commuter trains and buses. What a fine opportunity. No telephones, no secretaries to interrupt your conversations with the prospect. And perhaps more important, little or no competition.

What about the importance of affluent industrial neighborhoods to marketers of financial services? More than a few top producers in the insurance and

Ultraconsumers who buy luxury goods may be well-dressed, but that doesn't mean well-heeled.

securities industries achieved their status by cold-calling on entrepreneurs at their place of work. Consider the fact that in some industrial areas dozens of affluent entrepreneurs are within a few acres of one another. Often, the number of affluent prospects per acre, block, or zip code is higher in industrial areas than in Greenwich, Connecticut.

Millionaires are very often on top of their chosen fields because of the priority they place on gathering information in regard to the direction their fields are taking, the changes in the market for their goods and services. They are also keenly interested in obtaining information on competitive threats, new strategies, new product and service offerings, retraining, and new ideas. Where do they gain such information? At industrial, professional, and trade conferences, of course.

Many sales and marketing professionals think I am joking when I state that very often the best way to reach the affluent and even millionaires is to spend two, three, or four days at a trade show or conference of business owners or professionals. But when you think about it, it's perfectly logical. They seek advice and wisdom about how to improve their businesses and their personal lives. What better place than a meeting of peers?

## Where Millionaires Live

| | |
|---|---|
| **Northeastern States** | |
| Connecticut | 28,925 |
| Maine | 2,914 |
| Massachusetts | 32,724 |
| New Hampshire | 4,209 |
| New Jersey | 55,853 |
| New York | 116,826 |
| Pennsylvania | 52,445 |
| Rhode Island | 3,889 |
| Vermont | 1,535 |
| **Southern States** | |
| Alabama | 12,512 |
| Arkansas | 6,232 |
| Delaware | 3,673 |
| District of Columbia | 5,585 |
| Florida | 57,634 |
| Georgia | 21,480 |
| Kentucky | 11,969 |
| Louisiana | 22,897 |
| Maryland | 29,296 |
| Mississippi | 6,869 |
| North Carolina | 19,939 |
| Oklahoma | 18,276 |
| South Carolina | 9,443 |
| Tennessee | 16,013 |
| Texas | 102,085 |
| Virginia | 29,859 |
| West Virginia | 5,759 |
| **Midwestern States** | |
| Illinois | 71,153 |
| Indiana | 22,355 |
| Iowa | 11,735 |
| Kansas | 13,043 |
| Michigan | 47,802 |
| Minnesota | 20,488 |
| Missouri | 21,305 |
| Nebraska | 6,288 |
| North Dakota | 2,794 |
| Ohio | 48,225 |
| South Dakota | 1,845 |
| Wisconsin | 19,578 |
| **Western States** | |
| Alaska | 5,477 |
| Arizona | 12,906 |
| California | 170,382 |
| Colorado | 19,983 |
| Hawaii | 5,263 |
| Idaho | 3,160 |
| Montana | 2,791 |
| Nevada | 5,366 |
| New Mexico | 5,032 |
| Oregon | 11,256 |
| Utah | 5,464 |
| Washington | 23,820 |
| Wyoming | 3,361 |
| **U.S. total** | **1,239,713** |

**The millionaire population has increased at a nominal rate of more than 20% over the last two years. In January 1985, it was estimated that there were 832,602 American millionaire households. By January 1987, the level had reached 1,239,713. In both percentage and number, this change is the largest in the past 15 years.**

Speaking at conferences should be a goal of every marketer to the affluent. Speakers at conferences are, by definition, experts. Their message is considered credible because of the implicit endorsement that the organization has given them. In addition, marketers are likely to find few, if any, competitors at such meetings, and these meetings produce leads on many business owners in the latent affluent category—the category comprising individuals with significant wealth who have not been discovered by competitors. Remember: Many wealthy business owners provide few, if any, clues about their true wealth.

Why not look for affluent targets among the major corporate giants? For several reasons. First, by definition, there are only 500 firms in the Fortune 500. This is in reality a small segment when one considers that there are about 3 million corporations and that the American millionaire population numbers over 1 million. Then, too, although the top three or four executives in major firms are often very well paid, few employees of major corporations become millionaires. Last, the names of these top executives are public information. Even their salaries and stock holdings to the penny are made available to the SEC and the financial press. Since the names and wealth of the leaders of industry are so widely available, these people are heavily prospected—indeed, hounded relentlessly by all manner of broker, planner, fund raiser, and so on. They are a long shot at best.

A more inviting target for your marketing efforts: *suppliers* to major corporations. Since big companies are very selective in the suppliers they patronize, you can feel confident that very often the owner-managers of such firms are among the most likely to be affluent—or even millionaires. Keep in mind, too, that sales of supplies to major corporations are frequently consummated by very affluent sales professionals—another likely target.

### ALL THAT GLITTERS

Interestingly, I find that the managers representing the firms that typically sponsor interviews with millionaire focus groups wear more expensive clothing and jewelry than do most of the millionaire respondents. The moderately priced Seiko seems the most popular watch among millionaires. →

You'll find it's the managers who wear the Rolexes, but rarely do they have six-figure incomes or $1 million in net worth.

When Grey Advertising recently released a study dealing with the income boundaries of the so-called ultraconsumer, I was not surprised by the results. The ultraconsumer category consisted of persons who aggressively seek luxury consumer goods. According to the study, people who are well-dressed may not be well-heeled financially. At what level of income did the Grey researchers find consumers of $700 suits? Was it in the $100,000, $200,000, or $1 million annual income category? Actually, the threshold annual income of such consumers was $25,000.

Despite plenty of evidence to the contrary, we continue to mislead ourselves by appearances—the size of a house, for instance, when size is a better predictor of the size of one's mortgage than the size of one's net worth. And conspicuous symbols of wealth are better indicators of one's credit card use than of the size of one's investment portfolio.

Remember that the principal objectives of the American millionaire are to minimize realized income and to maximize long-term unrealized income. The average millionaire in this country realized significantly less than 10% of his net worth in income each year, whereas many middle managers making $75,000 per year realize over 40%. As a result of taxes and socially defined consumption patterns, such managers have few or no discretionary dollars to invest. More people in America look wealthy than are wealthy.

## Fish Story

We left Cos Cob harbor on a bright Sunday morning in September. As soon as we cleared the channel, we received the message on the two-way radio: A large school of hungry bluefish was attacking baitfish in the harbor of Greenwich, Connecticut. We arrived and strategically positioned ourselves in the middle of the frenzied blues. The captain suggested that I fish with the Big Daddy lure. This so-called lure looks more like the fat end of a baseball bat than a baitfish. I replied that the lure was so big that it would probably scare the fish. The captain, a seasoned veteran, replied, "To catch big fish, one must throw big bait." He also suggested that Big Daddys should not be cast on the water but launched in the direction of their intended target.

Not long after my Big Daddy hit the water, an 18-pound bluefish grabbed it and headed for open sea. Twelve minutes later, I landed this magnificent game fish. For several hours that morning, the bluefish continued to attack everything that the five occupants of our boat threw at them. Afterward, we determined that whoever threw the largest lure in the water seemed to catch the largest fish.

This experience is directly related to marketing to the affluent. If a marketer of investments, for example, approaches an affluent prospect with an offer of a small dollar amount of securities, the prospect may indicate a preference for another marketer, one who launches Big Daddys rather than minnows. The affluent often judge the quality of the marketer and his offering according to the dollar size of the proposal.

Millionaires rarely have time to deal with a multitude of small fish. Typically, they find it easier to deal with a small number of large offerings than with a large number of small offerings. In addition, they perceive marketers of small offerings as oriented to "minor league" clients. The reason for this perception is quite simple: Experts in their respective fields market and service big league customers.

Why is it, then, that only a minority of sales professionals target very big fish or even have a Big Daddy in their tackle box?

### DO YOUR HOMEWORK

You must try to avoid spending your valuable marketing resources chasing images of dollars instead of real wealth. Distribute your efforts according to the expectation of return. Often, even top-flight sales professionals are too democratic in allocating their precious time to various segments; in fact, I find that some of the most marginal customers and prospects take up a disproportionate amount of their time.

Assume, for talking purposes, that you're a marketer of investment services. Now consider these two real-life case histories:

- Vince, 43, is a partner and senior vice president of sales for a highly profitable growth company that produces specialized computer systems. His annual income is in the $300,000 range. On average, his firm has $420,000 in its corporate checking account and over $2,200,000 in its pension and profit-sharing program. Several sales professionals work for him who make as much as or more than he does, and he knows a great many of the top sales professionals throughout the industry. For this reason, headhunters are constantly calling him for leads.
- Todd, 39, is a middle-level executive for a major corporation. His annual income combined with his wife's puts him in the $100,000 category. He lives in a top neighborhood, drives a high-performance European luxury import, and is a member of a quality country club. He has nearly $9,000 in investable assets. He is having a very difficult time paying his current bills, and he had to borrow money to buy an IRA.

From outward appearances, Todd is a top prospect, but obviously he's not in Vince's league. He has no business investment needs, and he would not be a good reference channel. The Todds of the world should be given the least amount of your time in spite of their affluent appearance.

If there is one lesson to be learned in selling to millionaires, it is to do your homework thoroughly and don't allow yourself to be taken in just as you're supposed to be taken in. A Mercedes in the driveway of a $500,000 home in a ritzy neighborhood shouldn't turn you off, but neither should it make your sales antennae start quivering out of control. ☐

*Thomas J. Stanley is a professor of marketing at Georgia State Univ. and head of the Affluent Market Institute, which specializes in providing research on identifying, attracting, and retaining the affluent as clients.*

C1200-1
8/26/88

# 1988 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

SECTION B: SUMMARIES AND METRO MARKET RANKINGS

SECTION C: METRO, COUNTY, AND CITY DATA BY STATE

STATISTICAL REFERENCE INDEX011
CONGRESSIONAL INFO SERVICE
4520 EAST/WEST HIGHWAY
SUITE 800
BETHESDA MD 20814

## 1988 SURVEY OF BUYING POWER

AUGUST 15, 1988

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF BUYING POWER

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

SURVEY HIGHLIGHTS

SUMMARIES & METRO MARKET RANKINGS

U.S., REGIONAL & STATE SUMMARIES OF

S&MM METRO MARKET RANKINGS

METRO, COUNTY & CITY TOTALS

STATE-BY-STATE LISTINGS

AD INDEX

WORTH WRITING FOR

# Ka-Ching! Ka-Ching!

For your information, Lowell registers 17th among all metro areas in the country in disposable income per household.

**That's the sound of $44,829* in disposable income being spent per household in Northern Middlesex County.**

That's enough jingle to keep your sales humming right along.

Call our Ad Director at (617) 458-7100 Ext. 317 for your media kit today.

THE SUN
Above all, there's The Sun.

**The Sun, Lowell, Massachusetts.** With daily and Sunday circulation.
Nationally represented by Landon Associates. *Source: Editor & Publisher 1987 Market Guide

## No-risk offer for sales, marketing, advertising executives...and everyone who needs accurate market data.

Our 900-page Data Service includes the most accurate, up-to-date demographic, economic, and retail sales information available anywhere—for all counties, metro areas, states, and TV markets in the U.S.

What's more, we'll give you specific, step-by-step, immediate applications to improve your decisions in these 10 vital areas:

Sales
1. Measure performance.
2. Set goals or quotas.
3. Assign Territories.

Marketing
4. Measure potential.
5. Develop strategies.
6. Evaluate distribution channels.
7. Do long-range planning.

Advertising
8. Select test markets.
9. Allocate co-op dollars.
10. Select and budget media.

Of course, there are hundreds of other applications you can customize on your own!

## You risk nothing!

Instead of paying thousands of dollars for consultants, order the Data Service for just $289.95. Then review it risk free for 15 days. If it's not everything we said it would be, simply return it with the invoice; and you'll owe nothing.

## The proof of our accuracy.

The Data Service—like the Survey of Buying Power—is published by Sales and Marketing Management magazine with data from Market Statistics. And Market Statistics is the oldest, most accurate, and most often quoted private source for geographic market data in the USA.

While the Survey of Buying Power is the authoritative reference, the Data Service gives you much more . . . ten times more data for every county, metro area, state, region, and TV market (ADI) in the country.

## Order today!

Simply complete the coupon below, or call toll free 800-624-6283 and ask for product #56800. Remember, you have much to gain and nothing to lose.

**DATA SERVICE 1988**
P.O. Box 11254
Des Moines, IA 50340-1254

☐ **Yes!** Send me the 1988 Data Service, as soon as it's off press in the fall, to review free for 15 days. If I choose to keep it, I'll pay $289.95 plus postage and handling. If not, I'll return the book and owe nothing. In any case, the free data disk is mine to keep.

Name ____________________

Title ____________________

Company ____________________

Address ____________________

City/State/ZIP ____________________

Phone (______) ____________________
(area code)

BJ3A

SALES & MARKETING MANAGEMENT

**EDITOR:** A.J. Vogl

**EDITORIAL DIRECTOR:** Richard P. Kern
**ASSOCIATE EDITOR:** Bristol Voss
**RESEARCH ASSISTANT:** Melissa Campanelli
**COPY EDITOR:** Wendy Svanoe

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Ron Tyska

**MARKET STATISTICS, INC.**
**Research & Data Preparation**
**PRESIDENT:** Edward J. Spar
**SR. VICE PRESIDENT:** Elias Fokas
**SR. VICE PRESIDENT:** Robert M. Katz
**MANAGER, DATA PROCESSING:** Juan F. Yanes
**RESEARCH MANAGER:** Mary Cortina
**ASSISTANT MANAGER, DATA PROCESSING:** Mikhail Teverovsky
**SENIOR PROGRAMMERS:** Yip Ching Ngai, Kevin McNamara
**SYSTEMS ANALYST:** Joel Jones
**SENIOR RESEARCH ANALYSTS:** Andrea Yurasits, Eloy Jo
**CONSULTANT:** Meyer Zitter
**Sales and Marketing**
**DIRECTOR, WESTERN DIVISION:** Dean Stoecker (714-962-1501)
**DIRECTOR, NY/NORTHEAST:** Sandra C. London (212-984-2292)
**DIRECTOR, MIDWESTERN DIVISION:** Craig A. Wrobel (312-782-1266)
**DIRECTOR OF MARKETING, NJ/SOUTH:** Charles E. Sharp III (201-730-6707)
**SALES ASSISTANTS:** Jgina Gaines, Mary Moore, Terry Zimmerman

**READER INQUIRY:** Bristol Voss (212-984-2241)

**ADVERTISING:** 212-984-2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**COPYRIGHTS; PERMISSIONS:** 212-984-2241
**BACK ISSUES:** 212-973-4911

**PUBLISHER:** Joseph M. Migliore
**ASSOCIATE PUBLISHER:** A.J. Vogl

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**PROMOTION MANAGER:** Andrea Naso Nord
**BUSINESS MANAGER:** Joseph J. Furey

VOL. 140, NO. 11 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to Sales & Marketing Management, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*. This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works.

ABP MPA

# USER'S GUIDE

# A USER'S GUIDE TO THE SURVEY OF BUYING POWER

## A sampling of some of the many ways the *Survey* can be used for sales, marketing, and advertising applications.

### HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections, Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded according to your specific needs. To acquaint yourself with the *Survey*, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES
- **A.** Measuring Sales Performance
- **B.** Setting Sales Goals
- **C.** Setting Quotas
- **D.** Territory Analysis

SECTION 2: MARKETING
- **A.** Measuring Market Potential
- **B.** Developing Marketing Strategies and Distribution Channels
- **C.** Evaluating New Product Potential

SECTION 3: ADVERTISING
- **A.** Test Market Selection
- **B.** Co-op Advertising Allocation
- **C.** Media Allocation
- **D.** Media Selection

### SALES PLANNING APPLICATIONS

#### *A. Measuring Sales Performance*

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI can be produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure by the BPI for a particular market. Using the New York metro market as an example (BPI = 3.6612), this gives you a total of 36,612, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

> ## Canadian Data?
>
> **Although Sales & Marketing Management produces population, income, and retail sales data for Canadian markets, these figures are not included in this issue. If you would like to receive these updated statistics, we would be happy to supply you with formatted data on a request basis. Inquiries should be directed to Bristol Voss, Librarian, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017. As always, there is no charge for this service.**

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{36{,}612} \quad \text{which equals:}$$

$$\text{PI} = 1.37, \text{ or } 137.$$

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI x Total Sales) by roughly 37%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over $25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see the Survey Highlight on "How to Construct a Custom BPI" on page A-13.

#### *B. Setting Sales Goals*

If you've found that the *Survey*'s BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that

**SURVEY HIGHLIGHT**

## Metros with the Highest (and Lowest) Median Age:

### The Highest . . .

| Rank | Metro | Median Age |
|---|---|---|
| 1. | Sarasota, FL | 51.1 |
| 2. | Bradenton, FL | 45.4 |
| 3. | Fort Myers-Cape Coral, FL | 42.8 |
| 4. | Daytona Beach, FL | 41.8 |
| 5. | West Palm Beach-Boca Raton-Delray Beach, FL | 41.7 |
| 6. | Fort Lauderdale-Hollywood-Pompano Beach, FL | 40.7 |
| 7. | Tampa-St. Petersburg-Clearwater, FL | 40.5 |
| 8. | Naples, FL | 40.1 |
| 9. | Fort Pierce, FL | 39.5 |
| 10. | Ocala, FL | 38.3 |

### The Lowest . . .

| Rank | Metro | Median Age |
|---|---|---|
| 309. | Grand Forks, ND | 26.7 |
| 310. | Champaign-Urbana-Rantoul, IL | 26.6 |
| 311. | Lawton, OK | 26.6 |
| 312. | Kileen-Temple, TX | 26.5 |
| 313. | Laredo, TX | 26.4 |
| 314. | Lawrence, KS | 26.2 |
| 315. | Fayetteville, NC | 26.1 |
| 316. | Bryan-College Station, TX | 24.5 |
| 317. | Jacksonville, NC | 23.7 |
| 318. | Provo-Orem, UT | 23.1 |

SOURCE: *Sales & Marketing Management; 1988 Survey of Buying Power.*

figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you a revised goal of 40,273.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experience in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 255,700, has a median age of 51.1 years, compared with a U.S. average of 32.5. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 28.7. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1195 is only slightly higher than Tallahassee's .0831.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

*C. Setting Sales Quotas*

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index

**SURVEY HIGHLIGHT**

## Metros with the Highest Percentage of Households with Incomes of $50,000 or More

| Metro | % of Households with EBIs of $50,000+ | 1987 Median Household EBI |
|---|---|---|
| Nassau-Suffolk, NY | 44.0% | $45,412 |
| Bridgeport-Stamford-Norwalk-Danbury, CT | 42.6 | 42,751 |
| San Jose, CA | 39.9 | 41,748 |
| Middlesex-Somerset-Hunterdon, NJ | 38.3 | 41,378 |
| Washington, DC | 36.9 | 39,355 |
| Bergen-Passaic, NJ | 35.5 | 38,147 |
| Oxnard-Ventura, CA | 34.5 | 38,157 |
| Aneheim-Santa Ana, CA | 33.7 | 37,532 |
| Trenton, NJ | 33.7 | 36,457 |
| Lake County, IL | 33.4 | 38,254 |
| Newark, NJ | 32.2 | 35,056 |
| San Francisco, CA | 31.7 | 34,648 |
| Oakland, CA | 31.3 | 34,920 |
| Manchester-Nashua, NH | 30.5 | 35,668 |
| Hartford-New Britain-Middletown-Bristol, CT | 30.3 | 35,784 |
| Poughkeepsie, NY | 30.0 | 35,920 |
| Monmouth-Ocean, NJ | 29.4 | 33,725 |
| Anchorage, AK | 29.4 | 34,008 |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 29.3 | 33,895 |
| New Haven-Waterbury-Meriden, CT | 29.2 | 34,288 |
| Honolulu, HI | 28.3 | 32,848 |
| Seattle, WA | 27.5 | 33,476 |
| Kenosha, WI | 27.1 | 34,483 |
| Richland-Kennewick-Pasco, WA | 26.5 | 34,398 |
| Los Angeles-Long Beach, CA | 26.2 | 30,059 |
| **U.S. Total** | **18.1%** | **$25,888** |

SOURCE: Sales & Marketing Management; *1988 Survey of Buying Power.*

changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

### *D. Territory Analysis*

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of *Survey* data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with

THE TOYOTA TOUCH
The Toyota Touch is the philosophy that customer satisfaction is our most important goal. It is our on-going commitment to satisfy you every step of the way. With over 1000 Toyota Dealers nationwide we are readily available to meet your parts, service and overall fleet needs. For more personalized information, contact the Toyota Regional Fleet Manager nearest you.

NATIONAL FLEET DEPARTMENT
BOSTON REGIONAL OFFICE
CHICAGO REGIONAL OFFICE
CINCINNATI REGIONAL OFFICE
DENVER REGIONAL OFFICE
GULF STATES TOYOTA, INC.
KANSAS CITY REGIONAL OFFICE
LOS ANGELES REGIONAL OFFICE
MID ATLANTIC TOYOTA DISTRIBUTORS, INC.
NEW YORK REGIONAL OFFICE
PORTLAND REGIONAL OFFICE
SAN FRANCISCO REGIONAL OFFICE
SOUTHEAST TOYOTA DISTRIBUTORS, INC.

this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In the October *Survey of Buying Power—Part II*, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

### MARKETING APPLICATIONS

*A. Measuring Market Potential*

In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the *Survey*'s geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above-mentioned geographic configurations.

Having acquired such information, the *Survey* can then be used to measure potential by following a simple five-step procedure:

**1.** Identify a particular geographic segment.

**2.** Identify the industry/product sales for that market through the use of a standard or custom BPI (BPI x total U.S. sales).

**3.** Identify your actual sales in that market.

**4.** Calculate your share of market by dividing item No. 2 by item No. 3.

**5.** Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is

**SURVEY HIGHLIGHT**

## Percentage of Black Population in the Nation's 50 Largest Metros

| Metro | % Black Population | Black Pop. (Thous.) |
|---|---|---|
| Memphis, TN | 41.7% | 403.8 |
| New Orleans, LA | 32.6 | 436.2 |
| Norfolk-Virginia Beach-Newport News, VA | 28.7 | 384.5 |
| New York, NY | 26.1 | 2,227.9 |
| Washington, DC | 25.9 | 939.7 |
| Baltimore, MD | 24.9 | 581.1 |
| Chicago, IL | 23.8 | 1,473.1 |
| Atlanta, GA | 23.6 | 632.1 |
| Newark, NJ | 22.6 | 430.8 |
| Charlotte-Gastonia-Rock Hill, NC-SC | 21.7 | 236.2 |
| Detroit, MI | 21.0 | 914.8 |
| Houston, TX | 19.5 | 632.1 |
| Philadelphia, PA | 19.4 | 942.2 |
| Miami-Hialeah, FL | 18.9 | 344.1 |
| Cleveland, OH | 18.8 | 345.7 |
| St. Louis, MO | 17.3 | 425.5 |
| Dallas, TX | 16.7 | 405.0 |
| Oakland, CA | 14.8 | 292.9 |
| Indianapolis, IN | 14.6 | 179.1 |
| Louisville, KY | 13.2 | 127.9 |
| Cincinnati, OH | 12.7 | 180.8 |
| Kansas City, MO-KS | 12.6 | 194.9 |
| Los Angeles-Long Beach, CA | 12.5 | 1,071.6 |
| Fort Lauderdale-Hollywood-Pompano Beach, FL | 12.1 | 144.3 |
| Columbus, OH | 11.5 | 151.6 |
| Buffalo, NY | 11.4 | 110.7 |
| Fort Worth-Arlington, TX | 11.2 | 140.1 |
| Milwaukee, WI | 11.0 | 153.1 |
| Tampa-St. Petersburg-Clearwater, FL | 9.8 | 194.1 |
| Oklahoma City, OK | 9.0 | 89.4 |
| Rochester, NY | 9.0 | 89.5 |
| Pittsburgh, PA | 8.3 | 174.9 |
| San Francisco, CA | 8.3 | 132.0 |
| Bergen-Passaic, NJ | 7.6 | 99.4 |
| Hartford-New Britain-Middletown-Bristol, CT | 7.5 | 82.8 |
| San Antonio, TX | 7.4 | 93.9 |
| Nassau-Suffolk, NY | 7.0 | 186.8 |
| Monmouth-Ocean, NJ | 6.5 | 62.7 |
| Sacramento, CA | 5.6 | 76.4 |
| San Diego, CA | 5.6 | 130.6 |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 5.5 | 203.4 |
| Denver, CO | 5.2 | 87.9 |
| Riverside-San Bernardino, CA | 5.0 | 109.6 |
| Seattle, WA | 3.7 | 65.6 |
| San Jose, CA | 3.2 | 45.9 |
| Phoenix, AZ | 3.2 | 63.0 |
| Portland, OR | 2.8 | 33.3 |
| Minneapolis, MN | 2.4 | 56.1 |
| Anaheim, CA | 1.3 | 28.8 |
| Salt Lake City, UT | 0.9 | 9.1 |

SOURCE: Sales & Marketing Management; 1988 Survey of Buying Power.

performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 x $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential. Using actual sales would yield an 8.2% market share.

*B. Developing Marketing Strategies and Distribution Channels*

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchan-

**SURVEY HIGHLIGHT**

## Percentage of Hispanic Population in the Nation's 50 Largest Metros

| Metro | % Hispanic Population | Hispanic Pop. (Thous.) |
|---|---|---|
| San Antonio, TX | 52.0% | 660.7 |
| Miami-Hialeah, FL | 42.5 | 772.3 |
| Los Angeles-Long Beach, CA | 32.1 | 2,741.4 |
| Riverside-San Bernardino, CA | 21.4 | 465.7 |
| New York, NY | 21.0 | 1,713.8 |
| San Jose, CA | 20.6 | 292.6 |
| Houston, TX | 18.5 | 597.6 |
| Anaheim-Santa Ana, CA | 17.7 | 394.6 |
| San Diego, CA | 17.3 | 400.5 |
| Phoenix, AZ | 14.7 | 292.6 |
| San Francisco, CA | 13.2 | 210.8 |
| Sacramento, CA | 12.3 | 152.1 |
| Dallas, TX | 11.3 | 273.4 |
| Denver, CO | 11.0 | 184.9 |
| Chicago, IL | 9.9 | 612.8 |
| Fort Worth-Arlington, TX | 8.8 | 110.9 |
| Bergen-Passaic, NJ | 8.5 | 111.2 |
| Newark, NJ | 8.2 | 155.6 |
| Tampa-St. Petersburg-Clearwater, FL | 5.6 | 111.6 |
| Salt Lake City, UT | 5.1 | 54.0 |
| Nassau-Suffolk, NY | 4.6 | 122.3 |
| Hartford-New Britain-Middletown-Bristol, CT | 4.5 | 50.2 |
| New Orleans, LA | 4.0 | 53.1 |
| Washington, DC | 3.1 | 113.6 |
| Monmouth-Ocean, NJ | 3.0 | 29.4 |
| Philadelphia, PA | 2.7 | 132.5 |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 2.6 | 96.1 |
| Milwaukee, WI | 2.5 | 36.6 |
| Kansas City, MO-KS | 2.5 | 38.0 |
| Oklahoma City, OK | 2.4 | 23.6 |
| Fort Lauderdale-Hollywood-Pompano Beach, FL | 2.3 | 27.3 |
| Rochester, NY | 2.2 | 22.4 |
| Seattle, WA | 2.1 | 37.1 |
| Detroit, MI | 1.8 | 80.0 |
| Norfolk-Virginia Beach-Newport News, VA | 1.7 | 23.1 |
| Buffalo, NY | 1.6 | 15.5 |
| Cleveland, OH | 1.4 | 26.3 |
| Atlanta, GA | 1.2 | 31.9 |
| Minneapolis, MN | 1.1 | 25.1 |
| Baltimore, MD | 1.0 | 23.8 |
| St. Louis, MO | 1.0 | 25.4 |
| Memphis, TN | 1.0 | 9.8 |
| Indianapolis, IN | 0.8 | 9.8 |
| Charlotte-Gastonia-Rock Hill, NC-SC | 0.8 | 9.2 |
| Columbus, OH | 0.7 | 9.1 |
| Cincinnati, OH | 0.6 | 8.4 |
| Louisville, KY | 0.6 | 6.1 |
| Pittsburgh, PA | 0.6 | 11.8 |
| Portland, OR | 0.1 | 1.2 |

SOURCE: *Sales & Marketing Management; 1988 Survey of Buying Power.*

**SURVEY HIGHLIGHT**

## For Richer or for Poorer: Median Household Effective Buying Income for the Top 10 . . .

| Metro | 1987 Median Household EBI |
|---|---|
| Nassau-Suffolk, NY | $45,412 |
| Bridgeport-Stamford-Norwalk-Danbury, CT | 42,751 |
| San Jose, CA | 41,748 |
| Middlesex-Somerset-Hunterdon, NJ | 41,378 |
| Washington, DC | 39,355 |
| Lake County, IL | 38,254 |
| Oxnard-Ventura, CA | 38,157 |
| Bergen-Passaic, NJ | 38,147 |
| Anaheim-Santa Ana, CA | 37,532 |
| Trenton, NJ | 36,457 |

## . . . and the Bottom 10 Metros

| Metro | 1987 Median Household EBI |
|---|---|
| Alexandria, LA | $18,624 |
| Monroe, LA | 18,566 |
| Panama City, FL | 18,130 |
| Brownsville-Harlingen, TX | 17,588 |
| Ocala, FL | 17,553 |
| Gadsden, AL | 17,546 |
| Las Cruces, NM | 17,214 |
| Jacksonville, NC | 16,506 |
| McAllen-Edinburg-Mission, TX | 15,460 |
| Laredo, TX | 15,390 |

SOURCE: Sales & Marketing Management; *1988 Survey of Buying Power.*

dise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

| Metro | Custom BPI |
|---|---|
| San Jose, CA | 10.92 |
| Washington, DC | 8.96 |
| Brazoria, TX | 7.08 |
| Anchorage, AK | 5.95 |
| San Francisco, CA | 5.82 |
| Seattle, WA | 4.36 |
| Denver, CO | 4.11 |
| Atlanta, GA | 4.02 |
| Houston, TX | 3.92 |
| Dallas, TX | 3.38 |
| **10-Market Total** | **58.52** |

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index.

### *C. Evaluating New Product Potential*

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power,* you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of your raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember, Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the *Survey* will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $35,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship, and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the *Survey*, the results will be both accurate and projectable.

## ADVERTISING APPLICATIONS

### *A. Test Market Selection*

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortu-

**SURVEY HIGHLIGHT**

## How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the *Survey*'s data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the *Survey*.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the *Survey*'s three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

**A: Demographic** - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

**B: Economic** - The next step involves selecting the income group(s) best suited to your product. Here, the *Survey* offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

**C: Distribution** - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

**Step 1** - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/ EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

**Step 2** - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

**Step 3** - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000)*.

**Step 4** - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

*** Note:** ***If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.***

nately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e.; "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the *Survey*, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

| Metro | Population |
|---|---|
| Milwaukee, WI | 1,390,900 |
| Sacramento, CA | 1,354,600 |
| Columbus, OH | 1,314,200 |
| San Antonio, TX | 1,271,500 |

Comparisons can also be made using such specialized measurements as median household EBI or the Buying

SURVEY HIGHLIGHT

### Shoulder to Shoulder: Metros with the Highest Population Densities

| Metro | Population Per Sq. Mile |
|---|---|
| Jersey City, NJ | 12,011 |
| New York, NY | 7,448 |
| Chicago, IL | 3,248 |
| Bergen-Passaic, NJ | 3,073 |
| Anaheim-Santa Ana, CA | 2,795 |
| Nassau-Suffolk, NY | 2,220 |
| Los Angeles-Long Beach, CA | 2,099 |
| San Francisco, CA | 1,571 |
| Newark, NJ | 1,552 |
| Boston-Lawrence-Salem-Lowell-Brockton, MA | 1,531 |
| Trenton, NJ | 1,426 |
| Honolulu, HI | 1,401 |
| Philadelphia, PA | 1,375 |
| Oakland, CA | 1,350 |
| Bridgeport-Stamford-Norwalk-Danbury, CT | 1,321 |
| New Haven-Waterbury-Meriden, CT | 1,286 |
| Cleveland, OH | 1,212 |
| San Jose, CA | 1,100 |
| Lake County, IL | 1,070 |
| Fort Lauderdale-Hollywood-Pompano Beach, FL | 983 |
| Detroit, MI | 969 |
| Providence-Pawtucket-Woonsocket, RI | 954 |
| Milwaukee, WI | 952 |
| Miami-Hialeah, FL | 930 |
| Buffalo, NY | 928 |

SOURCE: *Sales & Marketing Management; 1988 Survey of Buying Power.*

Power Index. Under this magnifying glass, our four examples would look like this:

| Metro | Median Household EBI | BPI |
|---|---|---|
| Milwaukee | $29,668 | .5856 |
| Sacramento | 28,810 | .6012 |
| Columbus | 25,789 | .5474 |
| San Antonio | 22,879 | .4554 |

In terms of population, Milwaukee, Sacramento, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 53rd, 70th, 144th, and 223rd, respectively. On the other hand, BPI figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Buying Power—Part II*, through merchandise line sales categories. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

| Metro | Per Household Retail Sales | Food Store Sales |
|---|---|---|
| Milwaukee | $15,998 | $1,778,849,000 |
| Sacramento | 17,393 | 1,961,511,000 |
| Columbus | 17,773 | 1,643,700,000 |
| San Antonio | 16,668 | 1,892,642,000 |

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution fac-

Double Ring
Deluxe Large Pendant
Pouches in a variety of materials
Drop Front Storage Trays for Trays or Pads

Profits from Packaging

Dial Toll Free from Anywhere in Continental United States, Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands.
1-800-828-7701
(in New York State) 1-800-462-1151

GERALD FRIED DISPLAY CO., INC.
550 Fillmore Avenue
Tonawanda, NY 14150
716/692-2705

GF Call or Write for Free Catalog

Circle No. 108 on Reader Service Card

tors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market.

### *B. Co-op Advertising Allocation*

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,900 units, even though the potential market in this age segment was 1,620,000, or 3,240 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,600.

Based on market potential, however, sales should have totaled $259,200 (3,240 x $80), and the 5% accrual would have generated $12,960 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

### *C. Media Allocation*

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. The metro market ranking tables in Section B are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets into those which need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

### *D. Media Selection*

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of the *Survey*'s Buying Power Index, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of *Survey* data can reveal the efficiency of using the various media (broadcast, print, etc.) according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer. ☐

## Let Us Hear from You

**Most of the improvements and additions to the *Survey of Buying Power* are a direct result of the comments and suggestions we have received from our subscribers over the years. This 60th Anniversary Edition confirms Sales & Marketing Management's commitment to provide the marketing and sales community with the information it needs to achieve greater sophistication and precision in analysis and planning.**

**Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management* Magazine, 633 Third Ave., New York, NY 10017.**

## State and Regional Growth: 47 States Show Gains Since 1980

| Region/State | 1987 Pop. (Thous.) | 1980 Pop. (Thous.) | % Change 1980-87 | % of U.S. Pop. 1970 | 1980 | 1987 |
|---|---|---|---|---|---|---|
| **NEW ENGLAND** | **12,918.8** | **12,386.1** | **+ 4.3%** | **5.78%** | **5.42%** | **5.26%** |
| Connecticut | 3,242.5 | 3,109.0 | + 4.3 | 1.49 | 1.36 | 1.32 |
| Maine | 1,191.8 | 1,134.3 | + 5.1 | .48 | .50 | .49 |
| Massachusetts | 5,884.1 | 5,741.1 | + 2.5 | 2.77 | 2.51 | 2.40 |
| New Hampshire | 1,060.1 | 935.5 | + 13.3 | .35 | .41 | .43 |
| Rhode Island | 990.0 | 949.6 | + 4.3 | .47 | .42 | .40 |
| Vermont | 550.3 | 516.6 | + 6.5 | .22 | .23 | .22 |
| **MIDDLE ATLANTIC** | **37,666.0** | **36,779.6** | **+ 2.4%** | **18.19%** | **16.10%** | **15.33%** |
| New Jersey | 7,728.6 | 7,380.2 | + 4.7 | 3.54 | 3.23 | 3.15 |
| New York | 17,964.0 | 17,526.3 | + 2.5 | 8.91 | 7.67 | 7.31 |
| Pennsylvania | 11,973.4 | 11,673.1 | + 0.8 | 5.74 | 5.20 | 4.87 |
| **EAST NORTH CENTRAL** | **42,162.8** | **41,800.9** | **+ 0.9%** | **19.76%** | **18.29%** | **17.17%** |
| Illinois | 11,657.6 | 11,452.7 | + 1.8 | 5.45 | 5.01 | 4.75 |
| Indiana | 5,570.8 | 5,512.9 | + 1.1 | 2.55 | 2.41 | 2.27 |
| Michigan | 9,262.9 | 9,287.9 | 0.3 | 4.38 | 4.06 | 3.77 |
| Ohio | 10,834.9 | 10,813.3 | + 0.2 | 5.23 | 4.73 | 4.41 |
| Wisconsin | 4,836.6 | 4,734.1 | + 2.2 | 2.15 | 2.07 | 1.97 |
| **WEST NORTH CENTRAL** | **17,854.6** | **17,281.8** | **+ 3.3%** | **8.02%** | **7.56%** | **7.27%** |
| Iowa | 2,860.7 | 2,942.8 | – 2.9 | 1.38 | 1.28 | 1.16 |
| Kansas | 2,495.0 | 2,374.9 | + 5.0 | 1.11 | 1.04 | 1.02 |
| Minnesota | 4,292.3 | 4,103.6 | + 4.6 | 1.86 | 1.80 | 1.75 |
| Missouri | 5,173.6 | 4,947.9 | + 4.6 | 2.31 | 2.17 | 2.11 |
| Nebraska | 1,616.8 | 1,579.6 | + 2.4 | .73 | .69 | .66 |
| North Dakota | 694.3 | 657.1 | + 5.7 | .30 | .29 | .28 |
| South Dakota | 721.9 | 694.2 | + 3.9 | .32 | .30 | .29 |
| **SOUTH ATLANTIC** | **42,087.3** | **37,481.6** | **+ 12.3%** | **15.14%** | **16.40%** | **17.13%** |
| Delaware | 642.5 | 599.4 | + 7.1 | .27 | .26 | .26 |
| District of Columbia | 623.3 | 628.5 | – 0.8 | .37 | .28 | .25 |
| Florida | 12,163.9 | 10,026.0 | + 21.3 | 3.40 | 4.39 | 4.95 |
| Georgia | 6,295.2 | 5,536.4 | + 13.7 | 2.27 | 2.42 | 2.56 |
| Maryland | 4,562.6 | 4,236.8 | + 7.7 | 1.93 | 1.85 | 1.86 |
| North Carolina | 6,463.6 | 5,930.6 | + 9.0 | 2.50 | 2.60 | 2.63 |
| South Carolina | 3,458.4 | 3,157.7 | + 9.5 | 1.28 | 1.38 | 1.41 |
| Virginia | 5,943.2 | 5,399.0 | + 10.1 | 2.28 | 2.36 | 2.42 |
| West Virginia | 1,934.6 | 1,967.2 | – 1.7 | .84 | .86 | .79 |
| **EAST SOUTH CENTRAL** | **15,484.3** | **14,801.0** | **+ 4.6%** | **6.30%** | **6.48%** | **6.30%** |
| Alabama | 4,137.1 | 3,921.9 | + 5.5 | 1.69 | 1.72 | 1.68 |
| Kentucky | 3,771.5 | 3,698.4 | + 2.0 | 1.58 | 1.62 | 1.54 |
| Mississippi | 2,676.2 | 2,540.2 | + 5.4 | 1.10 | 1.11 | 1.09 |
| Tennessee | 4,899.5 | 4,640.5 | + 5.6 | 1.94 | 2.03 | 1.99 |
| **WEST SOUTH CENTRAL** | **27,170.2** | **24,096.8** | **+ 12.8%** | **9.58%** | **10.55%** | **11.06%** |
| Arkansas | 2,420.0 | 2,311.3 | + 4.7 | .95 | 1.01 | .99 |
| Louisiana | 4,517.8 | 4,251.2 | + 6.3 | 1.80 | 1.86 | 1.84 |
| Oklahoma | 3,344.4 | 3,059.5 | + 9.3 | 1.26 | 1.34 | 1.36 |
| Texas | 16,888.0 | 14,474.8 | + 16.7 | 5.56 | 6.33 | 6.88 |
| **MOUNTAIN** | **13,417.9** | **11,692.5** | **+ 14.8%** | **4.11%** | **5.09%** | **5.46%** |
| Arizona | 3,441.1 | 2,805.6 | + 22.7 | .88 | 1.23 | 1.40 |
| Colorado | 3,346.3 | 2,940.4 | + 15.2 | 1.10 | 1.29 | 1.36 |
| Idaho | 1,033.9 | 963.9 | + 7.3 | .35 | .42 | .42 |
| Montana | 832.1 | 795.3 | + 4.6 | .34 | .35 | .34 |
| Nevada | 1,026.7 | 822.0 | + 24.9 | .24 | .36 | .42 |
| New Mexico | 1,525.0 | 1,323.1 | + 15.3 | .54 | .58 | .62 |
| Utah | 1,712.4 | 1,497.1 | + 14.4 | .52 | .66 | .70 |
| Wyoming | 500.4 | 482.1 | + 3.8 | .16 | .21 | .20 |
| **PACIFIC** | **36,860.8** | **32,239.8** | **+ 14.3%** | **13.13%** | **14.11%** | **15.00%** |
| Alaska | 545.7 | 410.2 | + 33.0 | .15 | .18 | .22 |
| California | 27,939.0 | 23,979.8 | + 16.5 | 9.87 | 10.49 | 11.37 |
| Hawaii | 1,088.8 | 979.1 | + 11.2 | .39 | .43 | .44 |
| Oregon | 2,738.4 | 2,678.4 | + 2.2 | 1.04 | 1.17 | 1.11 |
| Washington | 4,548.9 | 4,192.3 | + 8.5 | 1.68 | 1.83 | 1.85 |
| **TOTAL U.S.** | **245,622.7** | **228,497.1** | **+ 7.5%** | **100.00%** | **100.00%** | **100.00%** |

SOURCE: *Sales & Marketing Management, 1988 Survey of Buying Power*

# DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

**AGE GROUPS OF POPULATION:** (See Percentage of Population by Age Group).

**APPAREL AND ACCESSORIES STORE SALES:** (SIC Major Group 56). This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

**AUTOMOTIVE DEALER SALES:** (SIC Major Group 55; excluding sub-group 554, Gasoline Service Stations). Included are retail outlets selling automobiles—new and used, domestic and imported. In addition, sales for auto and home supply stores (tire dealers and parts & accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

**AVERAGE HOUSEHOLD EBI:** This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be somewhat misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters not considered households. Because total EBI includes these incomes, a per-household average credits households with income from these groups that is not really theirs. (See Median Household EBI).

**BLACK POPULATION:** These figures are updated from the 1980 Census of Population and Housing; basically a head count estimate of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/87. Metro market rankings for this category are shown in Section B.

**BUILDING MATERIAL AND HARDWARE STORE SALES:** (SIC Major Group 52). Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales. Establishments selling plumbing, heating, air-conditioning equipment, and electrical supplies are classified under Wholesale Trade.

**BUYING POWER INDEX (BPI):** A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices. *NOTE:* The further a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section A.

**CENTRAL CITY:** A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

**CITY:** An aggregation of people and retail outlets with corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1980 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties (See Central City and/or Independent City).

**CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA):** The largest of the government's three-tiered classification of metro markets, typically a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs. *NOTE:* Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan

Statistical Area and Primary Metropolitan Statistical Area).

**COUNTY:** The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,138 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The *1988 Survey of Buying Power* follows county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Pax County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic County, AK, has replaced Kobuk County, AK; and Aleutians East County, AK, was created from parts of the Dillingham and Alleutian Islands Census Areas in 1987.

*NOTE:* In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and counties are utilized. The District of Columbia (Washington, DC) is treated as a single county unit, and in the state of Virginia, all cities are by law independent of counties. Therefore, the *Survey* treats them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City).

**DRUGSTORE SALES:** (SIC Industry Group 591). A 3-digit sub-group of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

**EATING AND DRINKING PLACE SALES:** (SIC Major Group 58). Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

**EFFECTIVE BUYING INCOME (EBI):** A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax nontax payments—a number often referred to as disposable or after-tax income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income." However, Market Statistics, the research division of Bill Communications that produces the data for the *Survey of Buying Power*, also removes from this figure any compensation paid to military or diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy and is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

**FOOD STORE SALES:** (SIC Major Group 54). Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food and poultry stores.

THE ONLY
SINGLE
MEDIUM

St. Joseph
KANSAS CITY
ST. LOUIS
MISSOURI

Giving Effective Coverage of
Northwest Missouri
and Northeast Kansas

*NUMBER 1 in the U.S.A.
In Combined Daily Metro Area
Penetration*

**St. Joseph Gazette**
**ST. JOSEPH NEWS-PRESS**

9th and Edmond • P.O. Box 29
St. Joseph, Missouri 64502-0029
Phone (816) 279-5671

Represented by Branham Newspaper Sales

HARTFORD MARKET
UPDATE

**FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES:** (SIC Major Group 57). Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upolstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). The most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

**GASOLINE SERVICE STATION SALES:** (SIC Industry Group 554). This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engage in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

**GENERAL MERCHANDISE STORE SALES:** (SIC Major Group 53). This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

**HISPANIC POPULATION:** These figures are updated from the 1980 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B.

**HOUSEHOLDS:** A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes. *NOTE:* Although the total population of a given geographic area will include those residing in group quarters, household totals will not, which means that calculations of per-household income and retail sales do not adequately reflect an area's true residential makeup.

**HOUSEHOLDS BY EBI GROUP:** (See Percentage of Households by EBI Group).

**INDEPENDENT CITY:** There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

**MEDIAN AGE OF POPULATION:** A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

**MEDIAN HOUSEHOLD EBI:** This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. A median is used instead of an average since it has proven to be a more reliable indicator of an area's income levels because it is far less likely to be skewed by statistical oddities that tend to adversely affect averages.

**METROPOLITAN STATISTICAL AREA (MSA):** According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system is to en-

**HOT MARKET. HOT PAPER.**

**The Bloomington-Normal MSA has the highest projected growth rate of all Central Illinois markets. First in population, households, EBI and retail sales between 1986 and 1991. And no one delivers more of this hot market than The Pantagraph — reaching 70.6 percent of MSA households every day. For details, call us at 1-800-747-READ.**

**The Pantagraph**

**Represented nationally by Branham Newspaper Sales**

**Sources: SRDS Newspaper Circulation Analysis, Vol. 69, 1987/88; S&MM Survey of Buying Power II, 1987**

**The Wisconsin Newspaper Group**

Eau Claire
Wausau
Marshfield
Stevens Point
Wisconsin Rapids
LaCrosse

**Largest Circulation Buy Outside Milwaukee**

**One Order 6% Discount**

- **Eau Claire Leader-Telegram**
- **Stevens Point Journal**
- **Marshfield News-Herald**
- **WI Rapids Daily Tribune**
- **LaCrosse Tribune**
- **Wausau Daily Herald**

**"Through Branham, Inc."**

ST. LOUIS-ILLINOIS
INTERURBIA
NEWSPAPER GROUP

NECESSARY COVERAGE FOR METRO ST. LOUIS AND SOUTHERN ILLINOIS ...

- 4 Daily Papers
- Illinois Largest Daily Newspaper Group
- 10% Group Discount
- One Order/One Bill

Interurbia Group Includes

- Alton Telegraph
- Belleville News-Democrat
- Carbondale Southern Illinoisan
- Edwardsville Intelligencer

for further information

Branham
NEWSPAPER SALES

IN CHICAGO AT (312) 321-0321
OR ANY BRANHAM OFFICE NATIONALLY

"The family suggests that memorial contributions be made to the American Heart Association." When people want to honor a loved one and fight heart disease.

THE AMERICAN HEART ASSOCIATION MEMORIAL PROGRAM.

WE'RE FIGHTING FOR YOUR LIFE

American Heart Association

This space provided as a public service.

able federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and [illegible] designations follow a set of standa[illegible] prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of entire counties, except in the six New England states, where towns and cities are the standard units of definition due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

*NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria,* Survey of Buying Power *listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick Counties, eliminating Harvey County, which was added through legislation in 1987.*

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

**NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA):** The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions (see Metropolitan Statistical Area).

**PER-CAPITA EBI:** This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

**PER-HOUSEHOLD RETAIL SALES:** This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by non-residents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

**PERCENT OF U.S.:** The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

**PERCENTAGE OF HOUSEHOLDS BY EBI GROUP:** These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under $10,000 can also be calculated. To convert the percentage figures to actual households, multiply total households by the percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual totals rather than percentages.

**PERCENTAGE OF POPULATION BY AGE GROUP:** These four separate age group breakouts correspond to the major life-cycle stages of the population. For example, the 18- to 24-year-old age group represents the average household-forming stage; 25- to 34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

**POPULATION:** Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of December 31, 1987. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

**POPULATION BY AGE GROUP:** (See Percentage of Population by Age Group).

**POPULATION, BLACK:** (See Black Population).

**POPULATION, HISPANIC:** (See Hispanic Population).

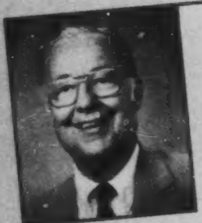
**PRIMARY METROPOLITAN STATISTICAL AREA (PMSA):** The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

**QUALITY INDEX (QI):** This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of non-resident buyers, or both.

**RETAIL SALES:** (See Total Retail Sales).

**RETAIL SALES BY STORE GROUP:** The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store

Are You Tired
Of Making Money For Someone Else?



**Buzz Ragsdale - Baltimore, MD**
former Branch Manager and
Regional Managing Director NCR

*"Owning an American Advertising Distributors Franchise offers many of the advantages of working for a large corporation, but allows the independence and creativity of being your own boss. The sales training, educational reading and constant flow of sales material make our job easier. The end result — our direct mail program works! It is gratifying to see the excellent results our clients achieve. That's why many of them have been mailing with us for seven years!"*

**Gary Levitz - South Jersey, NJ**
former Manager of Promotions
7-Up Company

*"After spending 15 years in the corporate rat race, I can now look back and smile. Through American Advertising Distributors, I have been able to achieve my goals, both financially and professionally. American Advertising Distributors allows me the freedom to do what I do best, "sales and marketing," without having to answer to top management ... I AM top management."*

Own the TOP Rated Advertising Franchise in America

**Currently boasting 108 operations, American Advertising Distributors, Inc. offers:**

- No Inventory/Minimum Overhead
- Comprehensive Training & Support Program
- Sales/Marketing Opportunity with 71% client renewal record

☑ YES! I'd like more information about your franchise opportunity!

(Please Print)

Call or mail this coupon to:
Steve Olson
Franchise Department
American Advertising
Distributors, Inc.
P.O. Box AAD16964
Mesa, AZ 85211
TOLL-FREE PHONE:
800-528-8249
602-964-9393 (in AZ)

Name ______
Address ______
City ______
State ______ Zip ______
Phone ______
Sales/Marketing Experience? Yes ☐ No ☐

Circle No. 109 on Reader Service Card

group sales represent the cumulative sales of all products and/or services handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, non-prescription drugs, automotive supplies, etc.

**S&MM METRO MARKET:** (See Metropolitan Statistical Area).

**SALES ACTIVITY INDEX (SAI):** This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of non-resident purchasers.

**SINGLE-PERSON HOUSEHOLDS:** This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people (see Households).

**SPANISH-ORIGIN POPULATION:** (See Hispanic Population).

**STANDARD METROPOLITAN STATISTICAL AREA (SMSA):** (See Metropolitan Statistical Area).

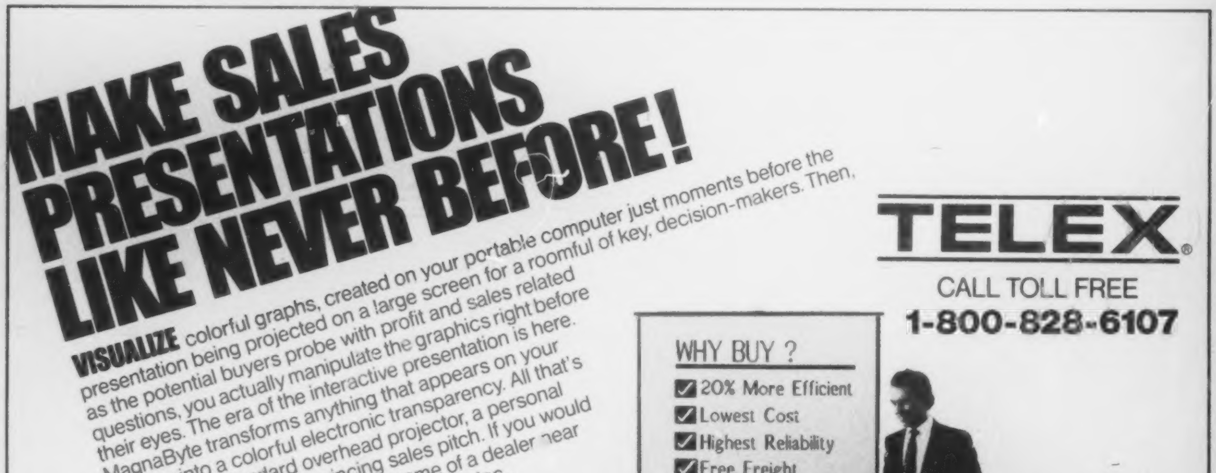
**SUBURBAN POPULATION:** This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area." *NOTE:* In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

**SUBURBAN TOTAL:** Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

**TOTAL POPULATION:** (See Population).

**TOTAL RETAIL SALES:** Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not. *NOTE:* Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by non-resident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals in the *1988 Survey of Buying Power* are updated from 1982 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges. *NOTE:* Aggregate sales of the six major store groups shown in the *Survey* will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these specific breakouts. □



**VISUALIZE** colorful graphs, created on your portable computer just moments before the presentation being projected on a large screen for a roomful of key, decision-makers. Then, as the potential buyers probe with profit and sales related questions, you actually manipulate the graphics right before their eyes. The era of the interactive presentation is here. MagnaByte transforms anything that appears on your monitor into a colorful electronic transparency. All that's needed is a standard overhead projector, a personal computer and your convincing sales pitch. If you would like further information and the name of a dealer near you, write or call Telex Communications, Inc., 9600 Aldrich Avenue South, Minneapolis, MN 55420.

Circle No. 116 on Reader Service Card

# ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget. The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick Counties, eliminating Harvey County, which was added through legislation in 1987.

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than on the city and town level (which conforms with the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multicounty metro market where the central city is located. If more than one county has an asterisk, it is because that market has central cities in more than one county, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megalopolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A.

---

**Abilene, TX:** Taylor
**Akron, OH:** Portage, Summit*
**Albany, GA:** Dougherty*, Lee
**Albany - Schenectady - Troy, NY:** Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
**Albuquerque, NM:** Bernalillo
**Alexandria, LA:** Rapides
**Allentown - Bethlehem, PA:**
  **New Jersey Portion:** Warren
  **Pennsylvania Portion:** Carbon, Lehigh*, Northampton
**Altoona, PA:** Blair
**Amarillo, TX:** Potter*, Randall
**Anaheim - Santa Ana, CA:** Orange
**Anchorage, AK:** Anchorage
**Anderson, IN:** Madison
**Anderson, SC:** Anderson
**Ann Arbor, MI:** Washtenaw
**Anniston, AL:** Calhoun
**Appleton - Oshkosh - Neenah, WI:** Calumet, Outgamie*, Winnebago*
**Asheville, NC:** Buncombe
**Ashland, KY** (See Huntington-Ashland)
**Athens, GA:** Clarke*, Jackson, Madison, Oconee
**Atlanta, GA:** Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
**Atlantic City, NJ:** Atlantic, Cape May
**Attleboro, MA** (See New Bedford-Fall River-Attleboro)
**Auburn, ME** (See Lewiston-Auburn)
**Augusta, GA:**
  **Georgia Portion:** Columbia, McDuffie, Richmond*
  **South Carolina Portion:** Aiken
**Aurora - Elgin, IL:** Kane*, Kendall
**Austin, TX:** Hays, Travis*, Williamson*
**Bakersfield, CA:** Kern
**Baltimore, MD:** Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
**Bangor, ME:** Penobscot
**Baton Rouge, LA:** Ascension, East Baton Rouge*, Livingston, West Baton Rouge
**Battle Creek, MI:** Calhoun
**Bay City, MI** (See Saginaw-Bay City-Midland)
**Beaumont - Port Arthur, TX:** Hardin, Jefferson*, Orange
**Beaver County, PA:** Beaver
**Bellingham, WA:** Whatcom
**Beloit, WI** (See Janesville-Beloit)
**Benton Harbor, MI:** Berrien
**Bergen - Passaic, NJ:** Bergen, Passaic*
**Bethlehem, PA** (See Allentown-Bethlehem)
**Billings, MT:** Yellowstone
**Biloxi - Gulfport, MS:** Hancock, Harrison*
**Binghamton, NY:** Broome*, Tioga
**Birmingham, AL:** Blount, Jefferson*, St. Clair, Shelby, Walker
**Bismarck, ND:** Burleigh*, Morton
**Bloomington, IN:** Monroe
**Bloomington - Normal, IL:** McLean
**Boca Raton, FL** (See West Palm Beach-Boca Raton-Delray Beach)
**Boise, ID:** Ada
**Boston - Lawrence - Salem - Lowell - Brockton, MA:** Essex*, Middlesex*, Norfolk, Plymouth* Suffolk*
**Boulder - Longmont, CO:** Boulder
**Bradenton, FL:** Manatee
**Brazoria, TX:** Brazoria
**Bremerton, WA:** Kitsap
**Bridegeport - Stamford - Norwalk - Danbury, CT:** Fairfield
**Bridgeton, NJ** (See Vineland-Milville-Bridgeton)
**Bristol, CT** (See Hartford-New Britain-Middletown-Bristol)
**Bristol, TN** (See Johnson City-Kingsport-Bristol)
**Brockton, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)
**Brownsville - Harlingen, TX:** Cameron
**Bryan - College Station, TX:** Brazos
**Buffalo, NY:** Erie

**BUFFALO - NIAGARA FALLS CONSOLIDATED AREA:** Metro Areas: Buffalo, Niagara Falls

**Burlington, NC:** Alamance
**Burlington, VT:** Chittenden*, Grand Isle
**Canton, OH:** Carroll, Stark*
**Casper, WY:** Natrona
**Cedar Falls, IA** (See Waterloo-Cedar Falls)
**Cedar Rapids, IA:** Linn
**Champaign - Urbana - Rantoul, IL:** Champaign
**Charleston, SC:** Berkeley, Charleston*, Dorchester
**Charleston, WV:** Kanawha*, Putnam
**Charlotte - Gastonia - Rock Hill, NC-SC:**
  **North Carolina Portion:** Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union
  **South Carolina Portion:** York*
**Charlottesville, VA:** Albermarle, Charlottesville*, Fluvanna, Greene
**Chattanooga, TN:**
  **Georgia Portion:** Catoosa, Dade, Walker
  **Tennessee Portion:** Hamilton*, Marion, Sequatchie
**Cheyenne, WY:** Laramie
**Chicago,IL:** Cook*, DuPage, McHenry

**CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA:** Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

**Chico, CA:** Butte
**Cincinnati, OH:**
  **Indiana Portion:** Dearborn
  **Kentucky Portion:** Boone, Campbell, Kenton
  **Ohio Portion:** Clermont, Hamilton*, Warren

**CINCINNATI - HAMILTON CONSOLIDATED AREA:** Metro Areas: Cincinnati, Hamilton-Middletown, OH

**Clarksville - Hopkinsville, TN-KY:**
  **Kentucky Portion:** Christian*
  **Tennessee Portion:** Montgomery*
**Clearwater, FL** (See Tampa-St. Petersburg-Clearwater)
**Cleveland, OH:** Cuyahoga*, Geauga, Lake, Medina

**CLEVELAND - AKRON - LORAIN-CONSOLIDATED AREA:** Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

**College Station, TX** (See Bryan-College Station)
**Colorado Springs, CO:** El Paso
**Columbia, MO:** Boone
**Columbia, SC:** Lexington, Richland*
**Columbus, GA:**
  **Alabama Portion:** Russell
  **Georgia Portion:** Chattahoochee, Muscogee*
**Columbus, OH:** Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union
**Corpus Christi, TX:** Nueces*, San Patricio
**Cumberland, MD:**
  **Maryland Portion:** Allegany*
  **West Virginia Portion:** Mineral
**Dallas, TX:** Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

**DALLAS - FORT WORTH - CONSOLIDATED AREA:** Metro Areas: Dallas, Fort Worth-Arlington TX

**Danbury, CT** (See Bridgeport-Stamford-Norwalk-Danbury)
**Danville, VA:** Danville*, Pittsylvania
**Daveneport - Rock Island - Moline, IL-IA:**
  **Illinois Portion:** Henry, Rock Island*
  **Iowa Portion:** Scott*
**Dayton - Springfield, OH:** Clark*, Greene, Miami, Montgomery*
**Daytona Beach, FL:** Volusia
**Decatur, AL:** Morgan
**Decatur, IL:** Macon
**Delray Beach, FL** (See West Palm Beach-Boca Raton-Delray Beach)
**Denison, TX** (See Sherman-Denison)
**Denver, CO:** Adams, Arapahoe, Denver*, Douglas, Jefferson

**DENVER - BOULDER CONSOLIDATED AREA:** Metro Areas: Boulder-Longmont, Denver, CO

**Des Moines, IA:** Dallas, Polk*, Warren
**Detroit, MI:** Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

**DETROIT - ANN ARBOR - CONSOLIDATED AREA:** Metro Areas: Ann Arbor, Detroit, MI

**Dothan, AL:** Dale, Houston*
**Dubuque, IA:** Dubuque
**Duluth, MN:**
  **Minnesota Portion:** St. Louis*
  **Wisconsin Portion:** Douglas
**Durham, NC** (See Raleigh-Durham)
**East Lansing, MI** (See Lansing-East Lansing)
**Eau Claire, WI:** Chippewa, Eau Claire*

HAVE YOU GOT IT?

Marketing expertise, that is.

The American Marketing Association, for over 50 years, has been the leader in the development of marketing—and the development of marketers.

The AMA is dedicated to serving your changing career needs and provides you with a full range of services, benefits, programs, and money-saving opportunities to assure your growth as a professional.

Here's just a sample of how the AMA can enhance your career. You'll get:

- Expert advice from top-notch conference speakers (over 30 conferences a year to choose from).
- A chance to network with other marketers, like yourself, through local chapter meetings and dinners;
- *Marketing News*, the bi-weekly marketing publication read by over 28,000 top marketers worldwide;

HAVE YOU GOT IT?

☐ YES! I want to enhance my career!
Please send me more information on the AMA.

Name ____________________
Company ____________________
Address ____________________
City ____________________
State/Province/Zip ____________________

Return to: American Marketing Association
250 S. Wacker Drive
Chicago, IL 60606

SMMI

- Access to the AMA Marguerite Kent Library/Information Center stocked with over 4,000 books, 90 periodicals, and an online database system—the Library and its professional staff are just a phone call away.

All these special services, and many more, are included in your membership at no extra charge. Under this Special Introductory Offer, membership dues are only $105.

Interested? Just fill out the coupon on the left and we'll send you a complete packet of information including an Introductory Membership Application.

Look to the AMA—your source for marketing expertise.

AMERICAN MARKETING ASSOCIATION

250 South Wacker Drive
Chicago, Illinois
(312)648-0536

Circle No. 111 on Reader Service Card

- **Edinburg, TX** (See McAllen-Edinburg-Mission)
- **El Paso, TX:** El Paso
- **Elgin, IL** (See Aurora-Elgin)
- **Elkhart-Goshen, IN:** Elkhart
- **Elmira, NY:** Chemung
- **Elyria, OH** (See Lorain-Elyria)
- **Enid, OK:** Garfield
- **Erie, PA:** Erie
- **Eugene - Springfield, OR:** Lane
- **Evansville, IN:**
  - **Indiana Portion:** Posey, Vanderburg*, Warrick
  - **Kentucky Portion:** Henderson
- **Fairfield, CA** (See Vallejo-Fairfield-Napa)
- **Fall River, MA** (See New Bedford-Fall River-Attleboro)
- **Fargo - Moorhead, ND-MN:**
  - **Minnestoa Portion:** Clay*
  - **North Dakota Portion:** Cass*
- **Fayetteville, NC:** Cumberland
- **Fayetteville - Spingdale, AR:** Washington
- **Fitchburg, MA** (See Worcester-Fitchburg-Leominster)
- **Flint, MI:** Genesee
- **Florence, AL:** Colbert, Lauderdale*
- **Florence, SC:** Florence
- **Fort Colllins - Loveland, CO:** Larimer
- **Fort Lauderdale - Hollywood - Pompano Beach, FL:** Broward
- **Fort Myers - Cape Coral, FL:** Lee
- **Fort Pierce, FL:** Martin, St. Lucie*
- **Fort Smith, AR:**
  - **Arkansas Portion:** Crawford, Sebastian*
  - **Oklahoma Portion:** Sequoyah
- **Fort Walton Beach, FL:** Okaloosa
- **Fort Wayne, IN:** Allen*, De Kalb, Whitley
- **Fort Worth - Arlington, TX:** Johnson, Parker, Tarrant*
- **Fresno, CA:** Fresno
- **Gadsden, AL:** Etowah
- **Gainesville, FL:** Alachua*, Bradford
- **Galveston - Texas City, TX:** Galveston
- **Gary - Hammond, IN:** Lake*, Porter
- **Gastonia, NC** (See Charlotte-Gastonia-Rock Hill)
- **Glens Falls, NY:** Warren*, Washington
- **Goshen, IN** (See Elkhart-Goshen)
- **Grand Forks, ND:** Grand Forks
- **Grand Rapids, MI:** Kent*, Ottawa
- **Great Falls, MT:** Cascade
- **Greeley, CO:** Weld
- **Green Bay, WI:** Brown
- **Greensboro - Winston-Salem - High Point, NC:** Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
- **Greenville - Spartanburg, SC:** Greenville*, Pickens, Spartanburg*
- **Gulfport, MS** (See Biloxi-Gulfport)
- **Hagerstown, MD:** Washington
- **Hamilton - Middletown, OH:** Butler
- **Hammond, IN** (See Gary-Hammond)
- **Harlingen, TX** (See Brownsville-Harlingen)
- **Harrisburg - Lebanon - Carlisle, PA:** Cumberland, Dauphin*, Lebanon*, Perry
- **Hartford - New Britain - Middletown - Bristol, CT:** Hartford*, Middlesex, Tolland
- **Hickory, NC:** Alexander, Burke, Catawba*
- **High Point, NC** (See Greensboro-Winston-Salem-High Point)
- **Hollywood, FL** (See Fort Lauderdale-Hollywood-Pompano Beach)
- **Honolulu, HI:** Honolulu
- **Hopkinsville, TN** (See Clarksville-Hopkinsville)
- **Houma - Thibodaux, LA:** Lafourche*, Terrebonne
- **Houston, TX:** Fort Bend, Harris*, Liberty, Montgomery, Waller

**HOUSTON - GALVESTON - BRAZORIA - CONSOLIDATED AREA:** Metro Areas: Brazoria, Galveston-Texas City, Houston, TX

- **Huntington - Ashland, WV-KY:**
  - **Kentucky Portion:** Boyd*, Carter, Greenup
  - **Ohio Portion:** Lawrence
  - **West Virginia Portion:** Cabell*, Wayne
- **Huntsville, AL:** Madison
- **Indianapolis, IN:** Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
- **Iowa City, IA:** Johnson
- **Jackson, MI:** Jackson
- **Jackson, MS:** Hinds*, Madison, Rankin
- **Jackson, TN:** Madison
- **Jacksonville, FL:** Clay, Duval*, Nassau, St. Johns
- **Jacksonville, NC:** Onslow
- **Janesville - Beloit, WI:** Rock
- **Jersey City, NJ:** Hudson
- **Johnson City - Kingsport - Bristol, TN-VA:**
  - **Tennessee Portion:** Carter, Hawkins, Sullivan*, Unicoi, Washington*
  - **Virginia Portion:** Bristol*, Scott, Washington
- **Johnstown, PA:** Cambria*, Somerset
- **Joliet, IL:** Grundy, Will
- **Joplin, MO:** Jasper*, Newton
- **Kalamazoo, MI:** Kalamazoo
- **Kankakee, IL:** Kankakee
- **Kansas City, MO-KS:**
  - **Kansas Portion:** Johnson, Leavenworth, Miami, Wyandotte*

THE BRANHAM EDGE...

**In today's highly competitive environment, you need an edge... "The Branham Edge." Since 1908, we have helped many of America's finest newspapers achieve an edge over the competition.**

Here's how:

RESEARCH......... In conjunction with Simmons Major Market Research, we developed "Accentuate the Positive," which has been hailed by advertisers and agencies alike as a breakthrough for improving the effectiveness of media plans.

MARKETING....... Branham's marketing, billing and service facilities help advertisers plan and execute buys with one order and one bill to make the purchase of newspapers easier.

SALES.................. Branham has the largest professionally trained sales force of all newspaper representatives.

**Put the Branham Edge to work for your newspaper.**

**Branham Newspaper Sales, with 16 offices nationwide, is the only newspaper representative company owned entirely by its employees.**

Branham NEWSPAPER SALES • (212) 490-1200

**Missouri Portion:** Cass, Clay, Jackson*, Lafayette, Platte, Ray

**Kennewick, WA** (See Richland-Kennewick-Pasco)

**Kenosha, WI:** Kenosha

**Killeen - Temple, TX:** Bell*, Coryell

**Kingsport, TN** (See Johnson City-Kingsport-Bristol)

**Knoxville, TN:** Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union

**Kokomo, IN:** Howard*, Tipton

**La Crosse, WI:** La Crosse

**Lafayette - West Lafayette, IN:** Tippecanoe

**Lafayette, LA:** Lafayette, St. Martin

**Lake Charles, LA:** Calcasieu

**Lake County, IL:** Lake

**Lakeland - Winter Haven, FL:** Polk

**Lancaster, PA:** Lancaster

**Lansing - East Lansing, MI:** Clinton, Eaton, Ingham*

**Laredo, TX:** Webb

**Las Cruces, NM:** Dona Ana

**Las Vegas, NV:** Clark

**Lawrence, KS:** Douglas

**Lawrence, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)

**Lawton, OK:** Comanche

**Leominster, MA** (See Worcester-Fitchburg-Leominster)

**Lewiston - Auburn, ME:** Androscoggin

**Lexington - Fayette, KY:** Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

**Lima, OH:** Allen*, Auglaize

**Lincoln, NE:** Lancaster

**Little Rock - North Little Rock, AR:** Faulkner, Lonoke, Pulaski, Saline

**Lompoc, CA** (See Santa Barbara-Santa Maria-Lompoc)

**Long Beach, CA** (See Los Angeles-Long Beach)

**Longmont, CO** (See Boulder-Longmont)

**Longview - Marshall, TX:** Gregg*, Harrison*

**Lorain - Elyria, OH:** Lorain

**Los Angeles - Long Beach, CA:** Los Angeles

**LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA:** Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernadino, CA

**Louisville, KY:**
- **Indiana Portion:** Clark, Floyd, Harrison
- **Kentucky Portion:** Bullitt, Jefferson*, Oldham, Shelby

**Loveland, CO** (See Fort Collins-Loveland)

**Lowell, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)

**Lubbock, TX:** Lubbock

**Lynchburg, VA:** Amherst, Campbell, Lynchburg*

**McAllen - Edinburg - Mission, TX:** Hidalgo

**Macon - Warner Robbins, GA:** Bibb*, Houston*, Jones, Peach

**Madison, WI:** Dane

**Manchester - Nashua, NH:** Hillsborough

**Mansfield, OH:** Richland

**Marietta, OH** (See Parkersburg-Marietta)

**Marshall, TX** (See Longview-Marshall)

**Medford, OR:** Jackson

**Melbourne - Titusville - Palm Bay, FL:** Brevard

**Memphis, TN**
- **Arkansas Portion:** Crittenden
- **Missisippi Portion:** De Soto
- **Tennessee Portion:** Shelby*, Tipton

**Merced, CA:** Merced

**Meriden, CT** (See New Haven-Waterbury-Meriden)

**Miami - Hileah, FL:** Dade

**MIAMI - FORT LAUDERDALE CONSOLIDATED AREA:** Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL

**Middlesex - Somerset - Hunterdon, NJ:** Hunterdon, Middlesex, Somerset

**Middletown, CT** (See Hartford-New Britain-Middletown-Bristol)

**Middletown, OH** (See Hamilton-Middletown)

**Midland, MI** (See Saginaw-Bay City-Midland)

**Midland, TX:** Midland

**Millville, NJ** (See Vineland-Millville-Bridgeton)

**Milwaukee, WI:** Milwaukee*, Ozaukee, Washington, Waukesha

**MILWAUKEE - RACINE CONSOLIDATED AREA:** Metro Areas: Milwaukee, Racine, WI

**Minneapolis - St. Paul, MN:**
- **Minnesota Portion:** Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington Wright
- **Wisconsin Portion:** St. Croix

**Mishawaka, IN** (See South Bend-Mishawaka)

**Mission, TX** (See McAllen-Edinburg-Mission)

**Mobile, AL:** Baldwin, Mobile*

**Modesto, CA:** Stanislaus

**Moline, IL** (See Davenport-Rock Island-Moline)

**If you're in sales, you can't afford to ignore this book.**

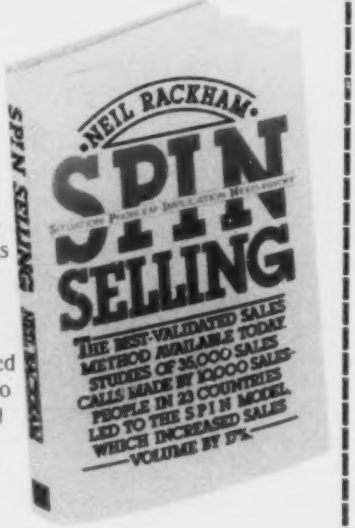
We've all heard the story of the big one that got away. But now with the publication of Neil Rackham's *SPIN Selling* you can learn what it takes to reel in those major sales with confidence.

This isn't another tall-talking book on selling. The SPIN questioning model is a time-tested $1,000,000 research-based strategy. Over 10,000 sales professionals made 35,000 calls in 23 countries using SPIN and saw major sales volume increase 17%.

No other sales method concentrates on the major sale. No other method is backed by comparable hard research data. And no other book can show you how to put SPIN into practice, including powerful graphics, real-world examples and informative cases.

If you're successful with small sales but find the major accounts tough to handle . . . if you find the competition is chipping away your market share . . . if the people you manage aren't selling what they should, the internationally verified SPIN method can give you the winning edge.

**Order your copy today!**


NEIL RACKHAM
SPIN SELLING
THE BEST-VALIDATED SALES METHOD AVAILABLE TODAY. STUDIES OF 35,000 SALES CALLS MADE BY 10,000 SALES PEOPLE IN 23 COUNTRIES LED TO THE SPIN MODEL WHICH INCREASED SALES VOLUME BY 17%.

At your local bookstore or mail this coupon to:

**McGRAW-HILL BOOK COMPANY**
P.O. BOX 400, Hightstown, NJ
08520-9989

For faster service, call toll free **1-800-2- MCGRAW.**

**Free 15-Day Examination**

Please send me _____ copies of SPIN Selling (0-07-051113-6) $19.95. If I am not satisfied, I may return the book(s) within 15 days and owe nothing!

☐ Payment enclosed. (McGraw-Hill will pay postage and handling.)
☐ Charge it to my credit card.
☐ Mastercard ☐ Visa ☐ AMEX

Account # ____________
Expiration date ____________
Signature ____________
Name ____________
Phone ____________
Address ____________
City, State, Zip ____________

Offer valid in U.S. In Canada, contact McGraw-Hill Ryerson, 330 Progress Avenue, Scarborough, Ontario MIP 2Z5.
All orders subject to acceptance by McGraw-Hill.

SPIN is a registered trademark of Huthwaite, Inc. 23-F110-50001

Circle No. 121 on Reader Service Card

**Monmouth - Ocean, NJ:** Monmouth, Ocean
**Monroe, LA:** Ouachita
**Monterey, CA** (See Salinas-Seaside-Monterey)
**Montgomery, AL:** Autauqa, Elmore, Montgomery*
**Moorhead, MN** (See Fargo-Moorhead)
**Muncie, IN:** Delaware
**Muskegon, MI:** Muskegon
**Napa, CA** (See Vallejo-Fairfield-Napa)
**Naples, FL:** Collier
**Nashua, NH** (See Manchester-Nashua)
**Nashville, TN:** Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
**Nassau - Suffolk, NY:** Nassau, Suffolk
**Neenah, WI** (See Appleton-Oshkosh-Neenah)
**Newark, NJ:** Essex*, Morris, Sussex, Union
**New Bedford - Fall River - Attleboro, MA:** Bristol
**New Britain, CT** (See Hartford-New Britain-Middletown-Bristol)
**New Haven - Waterbury - Meriden, CT:** New Haven
**New London - Norwich, CT:** New London
**New Orleans, LA:** Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
**Newport News, VA** (See Norfolk-Virginia Beach-Newport News)
**New York, NY:** Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

**NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA:** Metro Areas: Bergen-Passaic, NJ; Bridegport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY

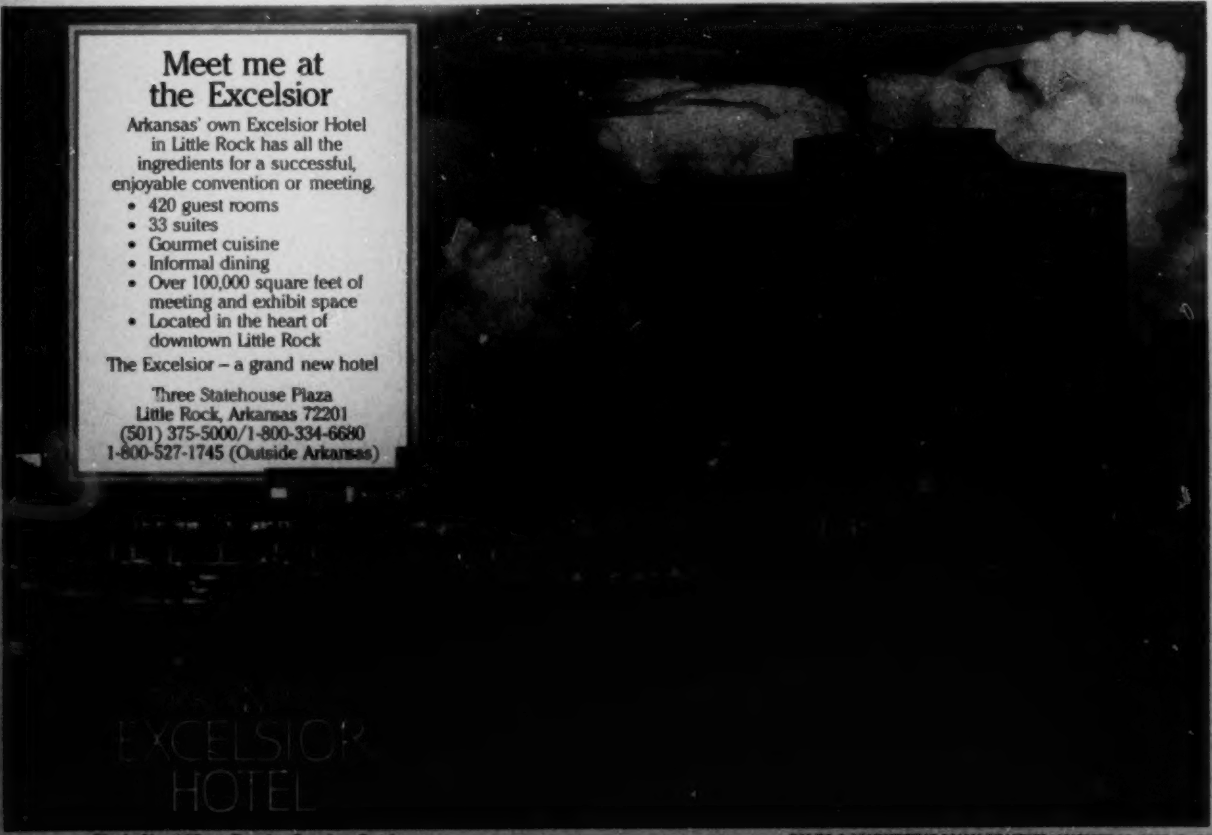
**Niagara Falls, NY:** Niagara
**Norfolk - Virginia Beach - Newport News, VA:** Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
**Normal, IL** (See Bloomington-Normal)
**North Little Rock, AR** (See Little Rock-North Little Rock)
**Norwalk, CT** (See Bridgeport-Stamford-Norwalk-Danbury)
**Norwich, CT** (See New London-Norwich)
**Oakland, CA:** Alameda*, Contra Costa
**Ocala, FL:** Marion
**Odessa, TX:** Ector
**Ogden, UT** (See Salt Lake City-Ogden)
**Oklahoma City, OK:** Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
**Olympia, WA:** Thurston
**Omaha, NE:**
  **Iowa Portion:** Pottawatomie
  **Nebraska Portion:** Douglas*, Sarpy, Washington
**Orange County, NY:** Orange
**Orem, UT** (See Provo-Orem)
**Orlando, FL:** Orange*, Osceola, Seminole
**Oshkosh, WI** (See Appleton-Oshkosh-Neenah)
**Owensboro, KY:** Davies
**Oxnard - Ventura, CA:** Ventura
**Palm Bay, FL** (See Melbourne-Titusville-Palm Bay)
**Panama City, FL:** Bay
**Parkersburg - Marietta, WV - OH:**
  **Ohio Portion:** Washington*
  **West Virginia Portion:** Wood*
**Pascagoula, MS:** Jackson
**Pasco, WA** (See Richland-Kennewick-Pasco)
**Passaic, NJ** (See Bergen-Passaic)
**Pawtucket, RI** (See Providence-Pawtucket-Woonsocket)
**Pensacola, FL:** Escambia*, Santa Rosa
**Peoria, IL:** Peoria, Tazewell, Woodford
**Petersburg, VA** (See Richmond-Petersburg)
**Philadelphia, PA:**
  **New Jersey Portion:** Burlington, Camden, Gloucester
  **Pennsylvania Portion:** Bucks, Chester, Delaware, Montgomery, Philadelphia*

**PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA:** Metro Areas: Philadelphia, PA; Trenton, Vineland-Milville-Bridgeton, NJ; Wilmington, DE

**Phoenix, AZ:** Maricopa
**Pine Bluff, AR:** Jefferson
**Pittsburgh, PA:** Allegheny*, Fayette, Washington, Westmoreland

**PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA:** Metro Areas: Beaver County, Pittsburgh, PA

**Pittsfield, MA:** Berkshire



Meet me at the Excelsior

Arkansas' own Excelsior Hotel in Little Rock has all the ingredients for a successful, enjoyable convention or meeting.

- 420 guest rooms
- 33 suites
- Gourmet cuisine
- Informal dining
- Over 100,000 square feet of meeting and exhibit space
- Located in the heart of downtown Little Rock

The Excelsior – a grand new hotel

Three Statehouse Plaza
Little Rock, Arkansas 72201
(501) 375-5000/1-800-334-6680
1-800-527-1745 (Outside Arkansas)

**Pompano Beach, FL** (See Fort Lauderdale-Hollywood-Pompano Beach)
**Port Arthur, TX** (See Beaumont-Port Arthur)
**Portland, ME:** Cumberland
**Portland, OR:** Clackamas, Multnomah*, Washington, Yamhill

**PORTLAND - VANCOUVER CONSOLIDATED AREA:** Metro Areas: Portland, OR, Vancouver, WA

**Portsmouth - Dover - Rochester, NH:** Rockingham*, Strafford*
**Poughkeepsie, NY:** Dutchess
**Providence - Pawtucket - Woonsocket, RI:** Bristol, Kent*, Providence*, Washington
**Provo - Orem, UT:** Utah
**Pueblo, CO:** Pueblo
**Racine, WI:** Racine
**Raleigh - Durham, NC:** Durham*, Franklin, Orange, Wake*
**Rantoul, IL** (See Champaign-Urbana-Rantoul)
**Rapid City, SD:** Pennington
**Reading, PA:** Berks
**Redding, CA:** Shasta
**Reno, NV:** Washoe
**Richland - Kennewick - Pasco, WA:** Benton*, Franklin
**Richmond - Petersburg, VA:** Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

**Riverside - San Bernardino, CA:** Riverside*, San Bernardino*
**Roanoke, VA:** Botetourt, Roanoke, Roanoke City*, Salem City
**Rochester, MN:** Olmsted
**Rochester, NY:** Livingston, Monroe*, Ontario, Orleans, Wayne
**Rockford, IL:** Boone, Winnebago*
**Rock Hill, SC** (See Charlotte-Gastonia-Rock Hill)
**Rock Island, IL** (See Davenport-Rock Island-Moline)
**Rome, NY** (See Utica-Rome)
**Sacramento, CA:** El Dorado, Placer, Sacramento*, Yolo
**Saginaw - Bay City - Midland, MI:** Bay*, Midland*, Saginaw*
**St. Cloud, MN:** Benton, Sherburne, Stearns*
**St. Joseph, MO:** Buchanan
**St. Louis, MO-IL:**
  **Illinois Portion:** Clinton, Jersey, Madison, Monroe, St. Clair
  **Missouri Portion:** Franklin, Jefferson, St. Charles, St. Louis, St. Louis City
**St. Paul, MN** (See Minneapolis-St. Paul)
**St. Petersburg, FL** (See Tampa-St. Petersburg)
**Salem, MA** (See Boston-Lawrence-Salem-Lowell-Brockton)
**Salem, OR:** Marion*, Polk
**Salinas - Seaside - Monterey, CA:** Monterey
**Salt Lake City - Ogden, UT:** Davis, Salt Lake*, Weber*
**San Angelo, TX:** Tom Green
**San Antonio, TX:** Bexar*, Comal, Guadalupe
**San Bernardino, CA** (See Riverside-San Bernardino)
**San Diego, CA:** San Diego
**San Francisco, CA:** Marin, San Francisco*, San Mateo

**SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA:** Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA

**San Jose, CA:** Santa Clara
**Santa Ana, CA** (See Anaheim-Santa Ana)
**Santa Barbara - Santa Maria - Lompoc, CA:** Santa Barbara
**Santa Cruz, CA:** Santa Cruz
**Santa Fe, NM:** Los Alamos, Santa Fe*
**Santa Maria, CA** (See Santa Barbara-Santa Maria-Lompoc)
**Santa Rosa - Petaluma, CA:** Sonoma
**Sarasota, FL:** Sarasota
**Savannah, GA:** Chatham*, Effingham
**Schenectady, NY** (See Albany-Schenectady-Troy)
**Scranton - Wilkes-Barre, PA:** Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming
**Seaside, CA** (See Salinas-Seaside-Monterey)
**Seattle, WA:** King, Snohomish

**SEATTLE - TACOMA CONSOLIDATED AREA:** Metro Areas: Seattle, Tacoma, WA

**Sharon, PA:** Mercer
**Sheboygan, WI:** Sheboygan
**Sherman - Denison, TX:** Grayson
**Shreveport, LA:** Bossier, Caddo*
**Sioux City, IA:**
  **Iowa Portion:** Woodbury*
  **Nebraska Portion:** Dakota
**Sioux Falls, SD:** Minnehaha
**South Bend - Mishawaka, IN:** St. Joseph
**Spartanburg, SC** (See Greenville-Spartanburg)
**Spokane, WA:** Spokane
**Springdale, AR** (See Fayetteville-Springdale)

Who Spends $547,000,000.00 on Weekly Groceries?

The U.S. Hispanic Market ®

Strategy Research Corporation

100 N.W. 37th Ave., Miami, FL 33125 (305) 649-5400
60 E. 42nd St., New York, N.Y. 10165 (212) 661-3050
2082 Michelson Dr., Irvine, CA 92715 (714) 752-6331

Circle No. 107 on Reader Service Card

CANADA

*The driving force behind Canada's booming economy is its financial centre–Toronto. Get the latest on Canada's largest city and most dynamic business community in the*

METROPOLITAN TORONTO BUSINESS & MARKET GUIDE 1988

Published by The Board of Trade of Metropolitan Toronto, representing over 15,000 Canadian companies, the 272-page Business & Market Guide is a one-stop research report which includes:

- **KEY ECONOMIC INDICATORS** and forecasts for Canada and Toronto
- **DEMOGRAPHIC PROFILE** of Toronto, covering population trends, income, ethnic composition and immigration, and family and household data
- **INDUSTRY PROFILES** of leading sectors, including manufacturing, retail sales, real estate and finance
- **COMPANY INFORMATION,** including corporate rankings and financial data for over 600 of Toronto's largest corporations
- **SPECIAL SECTIONS** on establishing a business in Toronto, international trade and investment trends
- **COMPARATIVE COST OF LIVING DATA**

COST: $40 CDN in Canada; $40 U.S. elsewhere (postage & handling included)

Send payment to: M. de Reus, The Board of Trade of Metropolitan Toronto, P.O. Box 60, 3 First Canadian Place, Toronto, Ontario M5X 1C1 or Call 416-366-6811/Fax #416-366-5620/Telex 06-524036.
VISA/MASTER CARD accepted. Provide account #, expiry date & signature

Circle No. 113 on Reader Service Card

**Springfield, IL:** Menard, Sangamon*
**Springfield, MA:** Hampden*, Hampshire
**Springfield, MO:** Christian, Greene*
**Springfield, OH** (See Dayton-Springfield)
**Springfield, OR** (See Eugene-Springfield)
**Stamford, CT** (See Bridgeport-Stamford-Norwalk-Danbury)
**State College, PA:** Centre
**Steubenville - Weirton, OH-WV:**
  **Ohio Portion:** Jefferson*
  **West Virginia Portion:** Brooke, Hancock*
**Stockton, CA:** San Joaquin
**Syracuse, NY:** Madison, Onondaga*, Oswego
**Tacoma, WA:** Pierce
**Tallahassee, FL:** Gadsden, Leon*
**Tampa - St. Petersburg - Clearwater, FL:** Hernando, Hillsborough*, Pasco, Pinellas*
**Temple, TX** (See Killeen-Temple)
**Terre Haute, IN:** Clay, Vigo*
**Texarkana, TX-AR:**
  **Arkansas Portion:** Miller*
  **Texas Portion:** Bowie*
**Texas City, TX** (See Galveston-Texas City)
**Titusville, FL** (See Melbourne-Titusville-Palm Bay)
**Toledo, OH:** Fulton, Lucas*, Wood
**Topeka, KS:** Shawnee
**Trenton, NJ:** Mercer
**Troy, NY** (See Albany-Schenectady-Troy)
**Tuscon, AZ:** Pima
**Tulsa, OK:** Creek, Osage, Rogers, Tulsa*, Wagoner
**Tuscaloosa, AL:** Tuscaloosa
**Tyler, TX:** Smith
**Urbana, IL** (See Champaign-Urbana-Rantoul)
**Utica - Rome, NY:** Herkimer, Oneida*
**Vallejo - Fairfield - Napa, CA:** Napa, Solano
**Vancouver, WA:** Clark
**Ventura, CA** (See Oxnard-Ventura)
**Victoria, TX:** Victoria
**Vineland - Milville - Bridgeton, NJ:** Cumberland
**Virginia Beach, VA** (See Norfolk-Virginia Beach-Newport News)
**Visalia - Tulare - Porterville, CA:** Tulare
**Waco, TX:** McLennan
**Warren, OH** (See Youngstown-Warren)
**Washington, DC:**
  **District of Columbia Portion:** District of Columbia*
  **Maryland Portion:** Calvert, Charles, Frederick, Montgomery, Prince George's
  **Virginia Portion:** Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford
**Waterbury, CT** (See New Haven-Waterbury-Meriden)
**Waterloo - Cedar Falls, IA:** Black Hawk*, Bremer
**Wausau, WI:** Marathon
**Weirton, OH** (See Steubenville-Weirton)
**West Palm Beach - Boca Raton - Delray Beach, FL:** Palm Beach
**Wheeling, WV:**
  **Ohio Portion:** Belmont
  **West Virginia Portion:** Marshall, Ohio*
**Wichita, KS:** Butler, Sedgwick*
**Wichita Falls, TX:** Witchita
**Wilkes-Barre, PA** (See Scranton-Wilkes-Barre)
**Williamsport, PA:** Lycoming
**Wilmington, DE:**
  **Delaware Portion:** New Castle*
  **Maryland Portion:** Cecil
  **New Jersey Portion:** Salem
**Wilmington, NC:** New Hanover
**Winston-Salem, NC** (See Greensboro-Winston-Salem-High Point)
**Winter Haven, FL** (See Lakeland-Winter Haven)
**Woonsocket, RI** (See Providence-Pawtucket-Woonsocket)
**Worcester - Fitchburg - Leominster, MA:** Worcester
**Yakima, WA:** Yakima
**York, PA:** Adams, York*
**Youngstown - Warren, OH:** Mahoning*, Trumbull*
**Yuba City, CA:** Sutter*, Yuba ☐

UNSEEN CAN MEAN UNFORTUNATE

You can be unpleasantly surprised by what you can't see, especially in business. But with a clear view of market patterns, trends and changes, surprises aren't as likely. That's why so many business leaders rely on Rand McNally Business Reference Products to add visual clarity to planning, market analysis, or tracking of business efforts. Seeing is believing. So set your sights on Rand McNally maps, atlases and guides at your office products or book store. Or, call or write for more information.

Rand McNally
Commercial Atlas & Marketing Guide
Zip Code Atlas

Rand McNally & Company
Business Reference Products Dept. 217BR
P.O. Box 7600 Chicago, IL 60680 312/673-9100
©Rand McNally & Co. 1987

Circle No. 120 on Reader Service Card

# SUMMARIES
# & METRO
# MARKET
# RANKINGS

# 1987 Regional and State Summaries of Population

S&MM ESTIMATES

| REGION<br>State | 12-31-87 Total Population (Thousands) | % Of U.S. | Median Age of Population | Population by Age Group 0–17 Years (Thousands) | 18–24 Years (Thousands) | 25–34 Years (Thousands) | 35–49 Years (Thousands) | 50 & Over (Thousands) | 12-31-87 Households (Thousands) | % Of U.S. |
|---|---|---|---|---|---|---|---|---|---|---|
| **NEW ENGLAND** | 12,918.8 | 5.2597 | 33.5 | 3,091.4 | 1,448.7 | 2,245.9 | 2,527.0 | 3,605.8 | 4,795.8 | 5.2788 |
| Connecticut | [illegible] | [illegible] | [illegible] | 749.4 | 342.6 | [illegible] | 671.3 | 907.7 | 1,187.3 | 1.3068 |
| Maine | [illegible] | [illegible] | [illegible] | [illegible] | 136.4 | [illegible] | 228.2 | 325.8 | 443.2 | .4880 |
| Massachusetts | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,029.8 | [illegible] | 1,670.8 | 2,201.1 | 2.4228 |
| New Hampshire | [illegible] | [illegible] | [illegible] | 268.4 | [illegible] | [illegible] | 212.0 | 256.7 | 394.7 | .4344 |
| Rhode Island | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 298.1 | 363.3 | .3999 |
| Vermont | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 106.2 | 136.7 | 206.1 | .2269 |
| **MIDDLE ATLANTIC** | 37,666.0 | 15.3348 | 34.3 | 9,061.5 | 3,907.8 | 6,284.2 | 7,583.3 | 10,829.2 | 14,083.8 | 15.5024 |
| New Jersey | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 2,174.7 | 2,828.6 | 3.1135 |
| New York | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 3,664.9 | 5,066.0 | 6,736.4 | 7.4149 |
| Pennsylvania | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,946.6 | [illegible] | 3,588.5 | 4,518.8 | 4.9740 |
| **EAST NORTH CENTRAL** | 42,162.8 | 17.1658 | 32.1 | 11,108.6 | 4,764.3 | 7,320.9 | 8,227.5 | 10,741.5 | 15,556.0 | 17.1250 |
| Illinois | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 4,292.9 | 4.7251 |
| Indiana | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,394.3 | 2,023.6 | 2.2274 |
| Michigan | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 2,250.9 | 3,372.1 | 3.7118 |
| Ohio | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,943.4 | [illegible] | [illegible] | 4,064.3 | 4.4736 |
| Wisconsin | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,271.3 | 1,805.9 | 1.9871 |
| **WEST NORTH CENTRAL** | 17,654.6 | 7.1877 | 32.8 | 4,395.5 | 2,034.6 | 3,036.9 | 3,357.8 | 4,829.7 | 6,679.0 | 7.3517 |
| Iowa | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 799.2 | 1,102.9 | 1.2140 |
| Kansas | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 946.4 | 1.0417 |
| Minnesota | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,592.2 | 1.7525 |
| Missouri | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,910.9 | 2.1034 |
| Nebraska | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 609.7 | .6711 |
| North Dakota | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 176.3 | 249.0 | .2741 |
| South Dakota | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 267.9 | .2949 |
| **SOUTH ATLANTIC** | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 8,438.7 | 11,264.8 | 15,772.9 | 17.3617 |
| Delaware | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | .2544 |
| District of Columbia | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 254.9 | .2812 |
| Florida | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 4,904.1 | 5.3980 |
| Georgia | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 2,258.7 | 2.4862 |
| Maryland | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,653.8 | 1.8204 |
| North Carolina | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 2,393.0 | 2.6341 |
| South Carolina | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,238.7 | 1.3634 |
| Virginia | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 2.3237 |
| West Virginia | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 727.9 | .8013 |
| **EAST SOUTH CENTRAL** | 15,284.0 | 6.2226 | 31.8 | 4,194.2 | 1,734.2 | 2,415.6 | 3,017.6 | 3,922.4 | 5,642.0 | 6.2103 |
| Alabama | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,522.4 | 1.6757 |
| Kentucky | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,361.3 | 1.4984 |
| Mississippi | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 664.6 | 930.7 | 1.0245 |
| Tennessee | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,253.4 | 1,827.6 | 2.0117 |
| **WEST SOUTH CENTRAL** | 27,170.2 | 11.0617 | 30.0 | 7,505.8 | 3,151.5 | 4,851.5 | 5,280.5 | 6,380.9 | 9,744.5 | 10.7262 |
| Arkansas | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 690.2 | 890.3 | .9800 |
| Louisiana | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 1,024.2 | 1,587.4 | 1.7473 |
| Oklahoma | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 888.0 | 1,265.9 | 1.3935 |
| Texas | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 3,778.5 | 6,000.9 | 6.6054 |
| **MOUNTAIN** | 13,217.9 | 5.3814 | 30.5 | 3,737.7 | 1,572.9 | 2,327.7 | 2,611.1 | 2,968.5 | 4,979.5 | 5.4811 |
| Arizona | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 604.6 | [illegible] | 860.8 | 1,312.2 | 1.4444 |
| Colorado | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 689.1 | 684.0 | 1,301.2 | 1.4323 |
| Idaho | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 193.8 | 194.8 | 232.4 | 360.4 | .3967 |
| Montana | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 202.6 | 321.6 | .3540 |
| Nevada | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 232.3 | 420.8 | .4632 |
| New Mexico | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 273.9 | 296.8 | 329.3 | 546.7 | .6018 |
| Utah | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 287.9 | 310.2 | 530.9 | .5843 |
| Wyoming | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 95.9 | 185.7 | .2044 |
| **PACIFIC** | 36,860.8 | 15.0072 | 32.1 | 9,152.8 | 4,235.1 | 7,124.0 | 7,474.9 | 8,893.0 | 13,593.5 | 14.9628 |
| Alaska | [illegible] | [illegible] | [illegible] | [illegible] | 57.5 | [illegible] | 120.8 | 62.1 | 186.5 | .2053 |
| California | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 10,223.6 | 11.2534 |
| Hawaii | [illegible] | [illegible] | 30.8 | 285.1 | 136.8 | 218.3 | 213.5 | 233.9 | 343.8 | .3785 |
| Oregon | [illegible] | [illegible] | 32.3 | 661.4 | 287.6 | 534.3 | 555.4 | 697.7 | 1,060.7 | 1.1675 |
| Washington | [illegible] | 1.8520 | [illegible] | [illegible] | 519.0 | 879.1 | 912.5 | 1,105.6 | 1,778.9 | 1.9581 |
| **TOTAL UNITED STATES** | 245,622.7 | 100.0000 | 32.5 | 62,831.6 | 27,504.6 | 43,332.7 | 48,518.0 | 63,435.8 | 90,849.0 | 100.0000 |

# 1987 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES

| **REGION**<br>State | 1987 Total EBI ($000) | % Of U.S. | Per Capita EBI | Average Household EBI | Median Household EBI | Households by Effective Buying Income Group: Under $10,000 (Thousands) | $10,000-$19,999 (Thousands) | $20,000-$34,999 (Thousands) | $35,000-$49,999 (Thousands) | $50,000 & Over (Thousands) |
|---|---|---|---|---|---|---|---|---|---|---|
| **NEW ENGLAND** | **198,894,550** | **6.2090** | **15,396** | **41,473** | **30,712** | **651.8** | **883.0** | **1,177.3** | **904.4** | **1,179.3** |
| Connecticut | 57,378,965 | 1.7915 | 17,696 | 48,327 | 36,361 | 127.5 | 178.9 | 263.1 | 233.1 | 384.7 |
| Maine | 13,998,698 | .4370 | 11,746 | 31,578 | 23,611 | 75.4 | 110.6 | 128.2 | 73.7 | 55.4 |
| Massachusetts | 92,327,918 | 2.8827 | 15,691 | 41,946 | 31,202 | 308.3 | 393.1 | 524.4 | 420.6 | 554.7 |
| New Hampshire | 15,372,986 | .4800 | 14,501 | 38,949 | 30,469 | 47.7 | 74.4 | 104.7 | 77.8 | 90.1 |
| Rhode Island | 13,354,993 | .4169 | 13,490 | 36,760 | 27,309 | 59.4 | 73.4 | 95.0 | 67.5 | 68.0 |
| Vermont | 6,460,990 | .2017 | 11,741 | 31,349 | 23,540 | 33.5 | 52.6 | 61.9 | 31.7 | 26.4 |
| **MIDDLE ATLANTIC** | **553,159,337** | **17.2708** | **14,686** | **39,276** | **28,364** | **2,265.6** | **2,735.2** | **3,493.5** | **2,501.6** | **3,087.9** |
| New Jersey | 128,510,480 | 4.0123 | 16,628 | 45,433 | 34,021 | 358.8 | 460.8 | 635.2 | 529.2 | 844.6 |
| New York | 269,717,767 | 8.4212 | 15,014 | 40,039 | 28,065 | 1,139.2 | 1,309.4 | 1,602.9 | 1,163.3 | 1,521.6 |
| Pennsylvania | 154,931,090 | 4.8373 | 12,940 | 34,286 | 25,913 | 767.6 | 965.0 | 1,255.4 | 809.1 | 721.7 |
| **EAST NORTH CENTRAL** | **544,643,161** | **17.0050** | **12,918** | **35,007** | **26,862** | **2,609.8** | **3,162.4** | **4,243.9** | **2,935.4** | **2,606.5** |
| Illinois | 164,545,300 | 5.1375 | 14,115 | 38,331 | 28,975 | 695.4 | 794.7 | 1,084.5 | 823.7 | 894.4 |
| Indiana | 65,622,147 | 2.0488 | 11,780 | 32,428 | 25,405 | 339.4 | 445.9 | 590.3 | 371.0 | 277.0 |
| Michigan | 118,111,734 | 3.6877 | 12,751 | 35,026 | 27,073 | 575.3 | 673.3 | 903.8 | 645.4 | 574.3 |
| Ohio | 135,446,212 | 4.2290 | 12,501 | 33,326 | 25,829 | 715.8 | 851.9 | 1,142.8 | 751.4 | 602.4 |
| Wisconsin | 60,917,768 | 1.9020 | 12,595 | 33,744 | 26,138 | 283.9 | 396.6 | 522.5 | 343.9 | 258.4 |
| **WEST NORTH CENTRAL** | **226,361,492** | **7.0673** | **12,678** | **33,892** | **24,786** | **1,209.1** | **1,498.7** | **1,787.4** | **1,139.9** | **1,043.9** |
| Iowa | 34,680,083 | 1.0828 | 12,123 | 31,444 | 23,277 | 210.5 | 264.3 | 318.6 | 180.6 | 128.9 |
| Kansas | 33,350,083 | 1.0413 | 13,367 | 35,239 | 25,291 | 163.3 | 210.3 | 254.8 | 163.4 | 154.6 |
| Minnesota | 58,403,780 | 1.8235 | 13,607 | 36,681 | 27,803 | 247.7 | 322.7 | 417.9 | 300.3 | 303.6 |
| Missouri | 63,129,786 | 1.9710 | 12,232 | 33,037 | 24,169 | 367.6 | 432.9 | 492.3 | 316.4 | 301.7 |
| Nebraska | 20,330,263 | .6347 | 12,574 | 33,345 | 23,962 | 113.3 | 141.8 | 166.1 | 98.8 | 89.7 |
| North Dakota | 8,394,203 | .2620 | 12,090 | 33,712 | 24,394 | 44.6 | 57.5 | 67.7 | 42.3 | 36.9 |
| South Dakota | 8,073,294 | .2520 | 11,183 | 30,135 | [illegible] | 62.1 | 69.2 | 70.0 | 38.1 | 28.5 |
| **SOUTH ATLANTIC** | **521,604,134** | **16.2857** | **12,393** | **33,070** | **24,408** | **2,867.1** | **3,601.5** | **4,183.9** | **2,535.9** | **2,584.5** |
| Delaware | 8,645,997 | .2699 | 13,457 | 37,412 | 27,834 | 34.9 | 47.5 | 61.0 | 43.5 | 44.2 |
| District of Columbia | 10,538,992 | .3291 | 16,908 | 41,411 | 25,704 | 47.5 | 52.4 | 62.3 | 37.1 | 55.2 |
| Florida | 157,045,634 | 4.9033 | 12,911 | 32,023 | 23,383 | 900.8 | 1,203.3 | 1,280.6 | 734.0 | 785.4 |
| Georgia | 72,490,751 | 2.2633 | 11,515 | 32,094 | 24,088 | 443.6 | 499.9 | 587.9 | 369.9 | 357.4 |
| Maryland | 67,037,678 | 2.0931 | 14,693 | 40,536 | 32,466 | 203.5 | 278.3 | 412.8 | 324.5 | 434.7 |
| North Carolina | 71,496,746 | 2.2323 | 11,061 | 29,877 | 22,050 | 482.4 | 604.0 | 679.4 | 362.4 | 264.8 |
| South Carolina | 34,730,221 | 1.0844 | 10,042 | 28,038 | 21,087 | 273.6 | 315.6 | 351.7 | 180.7 | 117.1 |
| Virginia | 80,729,925 | 2.5206 | 13,564 | 38,241 | 29,061 | 298.2 | 410.7 | 546.8 | 385.0 | 470.4 |
| West Virginia | 18,888,190 | .5897 | 9,763 | 25,949 | 19,493 | 182.6 | 189.8 | 201.4 | 98.8 | 55.3 |
| **EAST SOUTH CENTRAL** | **156,593,256** | **4.8892** | **10,113** | **27,755** | **20,106** | **1,414.7** | **1,394.1** | **1,454.0** | **785.8** | **593.4** |
| Alabama | 40,984,198 | 1.2796 | 9,907 | 26,921 | 19,636 | 398.2 | 374.9 | 390.0 | 209.4 | 149.9 |
| Kentucky | 39,226,173 | 1.2247 | 10,401 | 28,815 | 20,575 | 330.6 | 334.2 | 352.0 | 199.1 | 145.4 |
| Mississippi | 23,011,966 | .7185 | 8,599 | 24,725 | 17,462 | 275.1 | 244.6 | 226.8 | 107.7 | 76.5 |
| Tennessee | 53,370,919 | 1.6664 | 10,893 | 29,203 | 21,636 | 410.8 | 440.4 | 485.2 | 269.6 | 221.6 |
| **WEST SOUTH CENTRAL** | **303,981,532** | **9.4910** | **11,188** | **31,195** | **22,710** | **2,093.3** | **2,243.0** | **2,518.9** | **1,530.0** | **1,359.3** |
| Arkansas | 24,543,098 | .7663 | 10,142 | 27,567 | 19,347 | 224.1 | 234.7 | 227.7 | 114.9 | 88.9 |
| Louisiana | 45,171,584 | 1.4104 | 9,999 | 28,456 | 20,968 | 406.4 | 357.8 | 397.9 | 238.5 | 186.8 |
| Oklahoma | 35,503,942 | 1.1085 | 10,616 | 28,046 | 20,479 | 299.7 | 319.4 | 338.5 | 178.4 | 129.9 |
| Texas | 198,762,908 | 6.2058 | 11,769 | 33,122 | 24,341 | 1,163.1 | 1,331.1 | 1,554.8 | 998.2 | 953.7 |
| **MOUNTAIN** | **156,415,082** | **4.8839** | **11,657** | **31,412** | **24,332** | **863.2** | **1,172.8** | **1,393.4** | **836.5** | **713.6** |
| Arizona | 41,699,594 | 1.3020 | 12,118 | 31,778 | 24,275 | 227.9 | 311.5 | 357.3 | 217.7 | 197.8 |
| Colorado | 44,085,675 | 1.3765 | 13,174 | 33,881 | 26,775 | 198.6 | 279.9 | 359.7 | 237.3 | 225.7 |
| Idaho | 10,269,197 | .3206 | 9,932 | 28,494 | 21,506 | 71.1 | 96.0 | 105.5 | 53.0 | 34.8 |
| Montana | 8,959,694 | .2798 | 10,768 | 27,860 | 21,338 | 67.4 | 83.8 | 92.4 | 47.1 | [illegible] |
| Nevada | 13,584,697 | .4242 | 13,231 | 32,283 | 25,891 | 62.2 | 97.7 | 118.8 | 74.2 | 67.9 |
| New Mexico | 15,141,196 | .4728 | 9,929 | 27,696 | 20,382 | 127.1 | 141.7 | 143.8 | 74.9 | 59.2 |
| Utah | 16,676,933 | .5207 | 9,739 | 31,413 | 25,441 | 79.3 | 123.0 | 161.8 | 95.8 | 71.0 |
| Wyoming | 5,998,096 | .1873 | 11,987 | 32,300 | 26,551 | 29.6 | 39.2 | 54.1 | 36.5 | 26.3 |
| **PACIFIC** | **541,194,587** | **16.8973** | **14,682** | **39,813** | **29,249** | **1,988.9** | **2,665.3** | **3,309.8** | **2,399.1** | **3,230.4** |
| Alaska | 7,876,698 | .2459 | 14,434 | 42,234 | 31,904 | 26.6 | 33.0 | 41.1 | 34.3 | 51.5 |
| California | 426,008,347 | 13.3009 | 15,248 | 41,669 | [illegible] | 1,420.7 | 1,934.3 | 2,413.0 | 1,814.3 | 2,641.3 |
| Hawaii | 14,683,991 | .4585 | 13,486 | 42,711 | 31,272 | 40.1 | 67.3 | 84.2 | 63.2 | 89.0 |
| Oregon | 30,535,274 | .9534 | 11,151 | 28,788 | [illegible] | 207.9 | 266.4 | 308.3 | 166.0 | 112.1 |
| Washington | 62,090,277 | 1.9386 | 13,650 | 34,904 | [illegible] | 293.6 | 364.3 | 463.2 | 321.3 | 336.5 |
| **TOTAL UNITED STATES** | **3,202,847,131** | **100.0000** | **13,040** | **35,255** | **25,888** | **15,963.5** | **19,356.0** | **23,562.1** | **15,568.6** | **16,398.8** |

# 1987 Regional and State Summaries of Retail Sales

**S&MM ESTIMATES**

| **REGION**<br>State | 1987 Total Retail Sales ($000) | % Of U.S. | Per Household Retail Sales | Retail Sales by Store Group<br>Food ($000) | Eating & Drinking Places ($000) | General Merchandise ($000) | Furniture Home Furnish Appliance ($000) | Automotive ($000) | Drug ($000) | Sales Advertising Indexes<br>Sales Activity | Buying Power | Quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW ENGLAND** | **102,980,681** | **6.6657** | **21,473** | **20,266,688** | **10,749,063** | **10,670,767** | **4,645,993** | **22,253,839** | **3,244,589** | **127** | **6.1566** | **117** |
| Connecticut | 26,309,976 | 1.7030 | 22,160 | 5,070,279 | 2,606,333 | 2,842,793 | 1,358,260 | 5,800,039 | 742,148 | 129 | 1.6706 | 127 |
| Maine | 8,942,572 | .5788 | 20,173 | 1,912,489 | 786,336 | 779,423 | 263,858 | 1,968,976 | 258,100 | 119 | .893 | 101 |
| Massachusetts | 46,907,960 | 3.0363 | 21,311 | 8,895,391 | 5,438,655 | 4,963,307 | 2,127,856 | 9,980,057 | 1,611,750 | 127 | 2.8313 | 118 |
| New Hampshire | 9,725,360 | .6295 | 24,640 | 2,086,359 | 788,361 | 1,034,198 | 446,491 | 2,154,049 | 229,655 | 146 | .5152 | 119 |
| Rhode Island | 6,750,742 | .4369 | 18,582 | 1,368,506 | 720,468 | 769,399 | 286,856 | 1,337,152 | 294,475 | 108 | .4202 | 104 |
| Vermont | 4,344,071 | .2812 | 21,077 | 933,664 | 408,910 | 281,647 | 162,672 | 1,013,566 | 108,461 | 125 | .2300 | 103 |
| **MIDDLE ATLANTIC** | **236,255,983** | **15.2927** | **16,775** | **52,693,546** | **21,776,306** | **25,629,019** | **14,539,032** | **48,104,806** | **8,569,445** | **100** | **16.2902** | **106** |
| New Jersey | 54,843,979 | 3.5500 | 19,389 | 12,012,412 | 4,517,623 | 5,495,599 | 3,601,305 | 12,305,718 | 1,711,258 | 113 | 3.7005 | 118 |
| New York | 108,681,664 | 7.0349 | 16,133 | 24,798,569 | 10,994,956 | 11,549,645 | 6,963,179 | 19,519,584 | 4,203,832 | 96 | 7.7838 | 106 |
| Pennsylvania | 72,730,340 | 4.7078 | 16,095 | 15,882,565 | 6,263,727 | 8,583,775 | 3,974,548 | 16,279,504 | 2,654,355 | 97 | 4.8059 | 99 |
| **EAST NORTH CENTRAL** | **255,551,723** | **16.5419** | **16,426** | **48,999,083** | **24,822,307** | **32,680,347** | **13,313,879** | **57,698,613** | **10,310,729** | **96** | **16.8981** | **98** |
| Illinois | 71,233,142 | 4.6109 | 16,594 | 13,057,596 | 6,831,008 | 8,535,105 | 3,872,213 | 15,710,609 | 3,134,171 | 97 | 4.9012 | 103 |
| Indiana | 34,272,084 | 2.2184 | 16,936 | 6,599,839 | 3,186,125 | 3,980,886 | 1,636,149 | 8,153,490 | 1,455,367 | 98 | 2.1436 | 95 |
| Michigan | 57,405,857 | 3.7159 | 17,024 | 10,456,353 | 5,370,774 | 7,448,075 | 3,131,597 | 13,473,025 | 2,312,320 | 99 | 3.7129 | 98 |
| Ohio | 65,173,470 | 4.2187 | 16,036 | 13,358,041 | 6,483,849 | 9,145,888 | 3,156,225 | 14,242,235 | 2,629,202 | 96 | 4.2622 | 97 |
| Wisconsin | 27,467,170 | 1.7780 | 15,215 | 5,527,254 | 2,950,551 | 3,570,393 | 1,517,695 | 6,119,254 | 779,669 | 90 | 1.8782 | 95 |
| **WEST NORTH CENTRAL** | **109,600,955** | **7.0945** | **16,410** | **21,781,319** | **10,202,377** | **14,389,030** | **4,686,058** | **25,723,079** | **2,982,044** | **98** | **7.1157** | **98** |
| Iowa | 16,424,672 | 1.0631 | 14,892 | 3,615,312 | 1,502,467 | 2,080,177 | 691,681 | 3,751,718 | 485,264 | 91 | 1.0932 | 94 |
| Kansas | 14,357,083 | .9294 | 15,170 | 3,056,275 | 1,277,002 | 1,781,278 | 661,324 | 3,501,901 | 404,767 | 91 | 1.0026 | 99 |
| Minnesota | 28,903,224 | 1.8709 | 18,153 | 5,326,316 | 2,701,359 | 3,901,131 | 1,205,467 | 6,417,401 | 771,729 | 107 | 1.8225 | 104 |
| Missouri | 31,999,251 | 2.0713 | 16,746 | 6,392,678 | 3,011,580 | 4,526,673 | 1,249,931 | 7,683,533 | 818,740 | 98 | 2.0281 | 96 |
| Nebraska | 9,473,045 | .6132 | 15,537 | 1,839,075 | 977,280 | 1,130,327 | 535,009 | 2,152,342 | 258,065 | 93 | .6330 | 96 |
| North Dakota | 4,337,265 | .2807 | 17,419 | 746,210 | 347,264 | 538,625 | 180,418 | 1,243,193 | 100,130 | 99 | .2718 | 96 |
| South Dakota | 4,106,415 | .2659 | 15,328 | 805,453 | 385,425 | 430,819 | 162,228 | 972,991 | 143,349 | 90 | .2645 | 90 |
| **SOUTH ATLANTIC** | **272,738,949** | **17.6542** | **17,292** | **56,094,030** | **25,469,517** | **31,871,281** | **15,879,284** | **62,956,196** | **10,520,196** | **103** | **16.8661** | **98** |
| Delaware | 4,651,997 | .3011 | 20,130 | 871,475 | 386,973 | 649,523 | 258,083 | 1,022,114 | 130,116 | 115 | .2776 | 106 |
| District of Columbia | 3,402,683 | .2203 | 13,370 | 600,941 | 740,111 | 269,727 | 197,852 | 165,962 | 203,113 | 87 | .2814 | 111 |
| Florida | 85,790,636 | 5.5531 | 17,494 | 16,962,786 | 8,441,975 | 9,884,070 | 5,306,925 | 21,343,495 | 3,319,081 | 112 | 5.1081 | 103 |
| Georgia | 39,656,346 | 2.5670 | 17,557 | 8,150,566 | 3,754,827 | 4,745,952 | 2,134,272 | 9,175,764 | 1,507,885 | 100 | 2.4143 | 94 |
| Maryland | 32,240,588 | 2.0869 | 19,495 | 6,141,775 | 2,903,958 | 3,552,801 | 1,802,371 | 7,466,939 | 1,138,178 | 112 | 2.0441 | 110 |
| North Carolina | 37,612,644 | 2.4346 | 15,718 | 8,278,259 | 3,334,259 | 4,273,322 | 2,177,440 | 8,467,999 | 1,471,203 | 93 | 2.3728 | 90 |
| South Carolina | 19,005,652 | 1.2302 | 15,343 | 4,473,484 | 1,751,158 | 2,012,914 | 1,070,004 | 3,977,732 | 720,235 | 87 | 1.1929 | 85 |
| Virginia | 40,131,393 | 2.5977 | 19,010 | 8,199,209 | 3,434,823 | 5,021,664 | 2,497,371 | 9,074,800 | 1,599,009 | 107 | 2.5235 | 104 |
| West Virginia | 10,247,010 | .6633 | 14,077 | 2,415,535 | 721,433 | 1,461,308 | 434,966 | 2,261,391 | 431,376 | 84 | .6514 | 83 |
| **EAST SOUTH CENTRAL** | **81,880,085** | **5.2999** | **14,513** | **16,723,440** | **6,652,709** | **10,725,050** | **4,192,051** | **19,980,556** | **3,566,982** | **84** | **5.2956** | **84** |
| Alabama | 20,161,100 | 1.3050 | 13,243 | 4,140,731 | 1,562,801 | 2,472,980 | 1,728,875 | 5,145,759 | 893,251 | 77 | 1.3682 | 81 |
| Kentucky | 20,622,102 | 1.3348 | 15,149 | 4,331,313 | 1,877,207 | 2,580,472 | 1,013,134 | 4,525,865 | 977,668 | 87 | 1.3200 | 86 |
| Mississippi | 12,444,887 | .8055 | 13,372 | 2,771,734 | 841,893 | 1,757,119 | 592,629 | 2,981,732 | 570,430 | 74 | .8189 | 75 |
| Tennessee | 28,651,996 | 1.8546 | 15,677 | 5,479,662 | 2,370,808 | 3,914,479 | 1,557,413 | 7,327,200 | 1,125,633 | 93 | 1.7885 | 90 |
| **WEST SOUTH CENTRAL** | **163,117,029** | **10.5584** | **16,739** | **38,044,569** | **15,057,777** | **19,148,285** | **8,145,996** | **35,406,079** | **4,744,392** | **95** | **10.1254** | **92** |
| Arkansas | 12,129,763 | .7851 | 13,624 | 2,851,711 | 886,842 | 1,611,812 | 519,764 | 2,473,750 | 378,847 | 80 | .8158 | 83 |
| Louisiana | 25,160,885 | 1.6287 | 15,850 | 6,455,093 | 2,283,753 | 2,917,957 | 1,301,564 | 4,632,624 | 1,033,862 | 89 | 1.5615 | 85 |
| Oklahoma | 19,273,496 | 1.2475 | 15,225 | 4,264,367 | 1,815,513 | 2,197,743 | 1,067,184 | 4,418,018 | 491,871 | 92 | 1.2010 | 88 |
| Texas | 106,552,885 | 6.8971 | 17,756 | 24,473,398 | 10,071,669 | 12,420,778 | 5,257,484 | 23,881,687 | 2,839,812 | 100 | 6.5471 | 95 |
| **MOUNTAIN** | **80,942,630** | **5.2393** | **16,255** | **18,351,273** | **8,060,255** | **9,068,457** | **4,364,220** | **16,025,581** | **2,598,422** | **96** | **5.1061** | **93** |
| Arizona | 20,434,739 | 1.3228 | 15,573 | 4,775,297 | 2,072,473 | 2,296,986 | 1,132,095 | 4,002,772 | 860,693 | 94 | 1.3279 | 95 |
| Colorado | 22,021,398 | 1.4254 | 16,924 | 4,801,729 | 2,441,362 | 2,654,637 | 1,294,763 | 4,100,175 | 490,720 | 105 | 1.3883 | 102 |
| Idaho | 5,252,782 | .3400 | 14,575 | 1,290,694 | 456,269 | 464,815 | 254,070 | 1,178,933 | 220,320 | 81 | .3465 | 82 |
| Montana | 4,653,838 | .3012 | 14,471 | 1,070,135 | 463,942 | 442,888 | 259,724 | 902,327 | 172,304 | 89 | .2980 | 88 |
| Nevada | 8,027,493 | .5196 | 19,077 | 1,737,131 | 759,731 | 949,261 | 381,685 | 1,631,380 | 276,488 | 124 | .4515 | 108 |
| New Mexico | 8,560,760 | .5542 | 15,659 | 1,935,847 | 856,906 | 898,679 | 392,926 | 1,910,131 | 243,658 | 89 | .5268 | 85 |
| Utah | 8,182,694 | .5296 | 15,413 | 1,960,931 | 634,112 | 1,036,289 | 495,758 | 1,554,416 | 192,097 | 76 | .5588 | 80 |
| Wyoming | 3,808,926 | .2465 | 20,511 | 779,509 | 375,460 | 324,902 | 153,199 | 745,447 | 142,142 | 121 | .2083 | 102 |
| **PACIFIC** | **241,828,920** | **15.6534** | **17,790** | **48,980,280** | **27,765,064** | **26,386,877** | **14,255,718** | **49,931,213** | **9,527,039** | **104** | **16.1462** | **108** |
| Alaska | 4,227,151 | .2736 | 22,666 | 938,561 | 539,218 | 498,327 | 170,352 | 659,967 | 143,427 | 123 | .2495 | 112 |
| California | 186,412,645 | 12.0664 | 18,234 | 37,285,355 | 21,054,569 | 19,664,373 | 11,713,782 | 39,217,870 | 7,459,249 | 106 | 12.5454 | 110 |
| Hawaii | 7,392,865 | .4785 | 21,503 | 1,397,536 | 1,351,540 | 857,067 | 231,949 | 1,046,904 | 454,130 | 108 | .4615 | 104 |
| Oregon | 16,183,394 | 1.0476 | 15,257 | 3,233,075 | 1,728,314 | 2,400,708 | 748,856 | 3,431,550 | 432,636 | 94 | 1.0139 | 91 |
| Washington | 27,612,865 | 1.7873 | 15,522 | 6,125,753 | 3,091,423 | 2,966,402 | 1,390,779 | 5,574,922 | 1,037,597 | 97 | 1.8759 | 101 |
| **TOTAL UNITED STATES** | **1,544,896,955** | **100.0000** | **17,005** | **321,934,228** | **150,555,375** | **180,569,113** | **84,022,231** | **338,079,962** | **56,063,838** | **100** | **100.0000** | **100** |

# Total Population

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 8,544.0 | 1 |
| New York | 8,528.2 | 2 |
| Chicago | 6,177.3 | 3 |
| Philadelphia | 4,855.0 | 4 |
| Detroit | 4,358.9 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton | 3,718.1 | 6 |
| Washington | 3,624.9 | 7 |
| Houston | 3,233.0 | 8 |
| Atlanta | 2,662.8 | 9 |
| Nassau - Suffolk | 2,661.7 | 10 |
| St. Louis | 2,463.7 | 11 |
| Dallas | 2,430.2 | 12 |
| Minneapolis - St. Paul | 2,336.4 | 13 |
| Baltimore | 2,333.6 | 14 |
| San Diego | 2,313.9 | 15 |
| Anaheim - Santa Ana | 2,230.3 | 16 |
| Riverside - San Bernardino | 2,171.5 | 17 |
| Pittsburgh | 2,119.1 | 18 |
| Phoenix | 1,986.1 | 19 |
| Tampa - St. Petersburg - Clearwater | 1,979.3 | 20 |
| Oakland | 1,978.4 | 21 |
| Newark | 1,902.4 | 22 |
| Cleveland | 1,842.7 | 23 |
| Miami - Hialeah | 1,818.2 | 24 |
| Seattle | 1,796.8 | 25 |
| Denver | 1,675.8 | 26 |
| San Francisco | 1,595.8 | 27 |
| Kansas City | 1,542.7 | 28 |
| Cincinnati | 1,423.5 | 29 |
| San Jose | 1,422.8 | 30 |
| Milwaukee | 1,390.9 | 31 |
| Sacramento | 1,354.6 | 32 |
| Norfolk - Virginia Beach - Newport News | 1,337.5 | 33 |
| New Orleans | 1,337.4 | 34 |
| Columbus, Ohio | 1,314.2 | 35 |
| Bergen - Passaic | 1,302.8 | 36 |
| San Antonio | 1,271.5 | 37 |
| Fort Worth - Arlington | 1,256.4 | 38 |
| Indianapolis | 1,229.0 | 39 |
| Fort Lauderdale - Hollywood - Pompano Beach | 1,190.3 | 40 |
| Portland, Ore. | 1,169.4 | 41 |
| Hartford - New Britain - Middletown - Bristol | 1,104.3 | 42 |
| Charlotte - Gastonia - Rock Hill | 1,088.7 | 43 |
| Salt Lake City - Ogden | 1,056.4 | 44 |
| Rochester, N.Y. | 996.1 | 45 |
| Oklahoma City | 989.1 | 46 |
| Monmouth - Ocean | 970.5 | 47 |
| Buffalo | 970.3 | 48 |
| Memphis | 968.1 | 49 |
| Louisville | 966.1 | 50 |
| **Total Top 50** | 110,990.6 | |
| Middlesex - Somerset - Hunterdon | 962.4 | 51 |
| Nashville | 960.9 | 52 |
| Orlando | 959.0 | 53 |
| Dayton - Springfield | 935.0 | 54 |
| Birmingham | 928.1 | 55 |
| Greensboro - Winston-Salem - High Point | 914.9 | 56 |
| Providence - Pawtucket - Woonsocket | 903.1 | 57 |
| Jacksonville, Fla. | 890.1 | 58 |
| Albany - Schenectady - Troy | 853.6 | 59 |
| Honolulu | 836.2 | 60 |
| Bridgeport - Stamford - Norwalk - Danbury | 834.9 | 61 |
| Richmond - Petersburg | 829.4 | 62 |
| West Palm Beach - Boca Raton - Delray Beach | 814.0 | 63 |
| New Haven - Waterbury - Meriden | 784.6 | 64 |
| Tulsa | 749.2 | 65 |
| Austin | 745.1 | 66 |
| Scranton - Wilkes-Barre | 732.2 | 67 |
| Worcester - Fitchburg - Leominster | 670.2 | 68 |
| Raleigh - Durham | 667.9 | 69 |
| Allentown - Bethlehem | 664.8 | 70 |
| Grand Rapids | 654.9 | 71 |
| Syracuse | 651.0 | 72 |
| Akron | 646.5 | 73 |
| Tucson | 640.6 | 74 |
| Oxnard - Ventura | 632.3 | 75 |
| Gary - Hammond | 629.0 | 76 |
| Omaha | 621.0 | 77 |
| Greenville - Spartanburg | 619.1 | 78 |
| Toledo | 615.6 | 79 |
| Las Vegas | 610.9 | 80 |
| Knoxville | 601.8 | 81 |
| Fresno | 600.8 | 82 |
| Springfield, Mass. | 591.4 | 83 |
| Harrisburg - Lebanon - Carlisle | 584.5 | 84 |
| El Paso | 570.0 | 85 |
| Wilmington, Del. | 557.0 | 86 |
| Baton Rouge | 553.7 | 87 |
| Jersey City | 552.5 | 88 |
| Tacoma | 546.9 | 89 |
| Little Rock - North Little Rock | 515.3 | 90 |
| Youngstown - Warren | 512.0 | 91 |
| Bakersfield | 511.0 | 92 |
| Charleston, S.C. | 498.9 | 93 |
| New Bedford - Fall River - Attleboro | 495.7 | 94 |
| Albuquerque | 486.5 | 95 |
| Lake County, Ill. | 486.0 | 96 |
| Mobile | 477.6 | 97 |
| Stockton | 454.2 | 98 |
| Johnson City - Kingsport - Bristol | 451.6 | 99 |
| Columbia, S.C. | 450.2 | 100 |
| **Total Top 100** | 144,438.2 | |
| Wichita | 442.6 | 101 |
| Flint | 440.6 | 102 |
| Lansing - East Lansing | 434.6 | 103 |
| Chattanooga | 434.3 | 104 |

| Area | (Thous.) | Rank |
|---|---|---|
| Vallejo - Fairfield - Napa | 411.5 | 105 |
| Saginaw - Bay City - Midland | 408.5 | 106 |
| Canton | 404.7 | 107 |
| Jackson, Miss. | 402.8 | 108 |
| York | 400.3 | 109 |
| Augusta | 399.5 | 110 |
| Lancaster | 395.0 | 111 |
| Lakeland - Winter Haven | 390.6 | 112 |
| Colorado Springs | 388.3 | 113 |
| Beaumont - Port Arthur | 385.5 | 114 |
| Des Moines | 385.4 | 115 |
| Joliet | 383.8 | 116 |
| Melbourne - Titusville - Palm Bay | 377.6 | 117 |
| Davenport - Rock Island - Moline | 374.0 | 118 |
| Corpus Christi | 369.4 | 119 |
| McAllen - Edinburg - Mission | 366.7 | 120 |
| Shreveport | 365.9 | 121 |
| Fort Wayne | 359.1 | 122 |
| Santa Rosa - Petaluma | 358.7 | 123 |
| Spokane | 358.5 | 124 |
| Peoria | 355.4 | 125 |
| Aurora - Elgin | 354.4 | 126 |
| Pensacola | 349.6 | 127 |
| Salinas - Seaside - Monterey | 348.3 | 128 |
| Madison | 347.1 | 129 |
| Santa Barbara - Santa Maria - Lompoc | 346.7 | 130 |
| Lexington-Fayette | 336.0 | 131 |
| Daytona Beach | 335.4 | 132 |
| Huntington - Ashland | 334.0 | 133 |
| Modesto | 330.5 | 134 |
| Portsmouth - Dover - Rochester | 328.4 | 135 |
| Reading | 327.1 | 136 |
| Trenton | 323.6 | 137 |
| Manchester - Nashua | 322.1 | 138 |
| Utica - Rome | 321.7 | 139 |
| Appleton - Oshkosh - Neenah | 310.5 | 140 |
| Atlantic City | 308.4 | 141 |
| Montgomery | 304.4 | 142 |
| Visalia - Tulare - Porterville | 297.9 | 143 |
| Fort Myers - Cape Coral | 294.6 | 144 |
| Macon - Warner Robins | 287.7 | 145 |
| Orange County, N.Y. | 284.4 | 146 |
| Rockford | 284.2 | 147 |
| Evansville | 283.4 | 148 |
| Erie | 282.7 | 149 |
| Hamilton - Middletown | 275.4 | 150 |
| **Total Top 150** | 162,150.0 | |
| Lorain - Elyria | 274.0 | 151 |
| Ann Arbor | 272.2 | 152 |
| Charleston, W.Va. | 267.3 | 153 |
| Eugene - Springfield | 267.2 | 154 |
| Binghamton | 267.0 | 155 |
| Fayetteville, N.C. | 265.4 | 156 |
| Salem, Ore. | 265.3 | 157 |
| Poughkeepsie | 260.5 | 158 |
| Brownsville - Harlingen | 257.9 | 159 |
| Johnstown | 256.1 | 160 |
| Sarasota | 255.7 | 161 |
| Columbus, Ga. | 254.3 | 162 |
| Provo - Orem | 254.1 | 163 |
| New London - Norwich | 252.4 | 164 |
| Duluth | 247.6 | 165 |
| Killeen - Temple | 245.4 | 166 |
| Savannah | 241.6 | 167 |
| South Bend - Mishawaka | 241.3 | 168 |
| Reno | 237.6 | 169 |
| Huntsville | 237.4 | 170 |
| Anchorage | 231.1 | 171 |
| Springfield, Mo. | 231.0 | 172 |
| Portland, Me. | 230.8 | 173 |
| Roanoke | 229.6 | 174 |
| Santa Cruz | 229.2 | 175 |
| Tallahassee | 222.9 | 176 |
| Lubbock | 222.3 | 177 |
| Hickory | 222.1 | 178 |
| Fort Pierce | 220.5 | 179 |
| Kalamazoo | 219.7 | 180 |
| Boulder - Longmont | 219.5 | 181 |
| Galveston - Texas City | 219.2 | 182 |
| Lafayette, La. | 218.9 | 183 |
| Niagara Falls | 218.0 | 184 |
| Vancouver | 216.6 | 185 |
| Lincoln | 209.2 | 186 |
| Biloxi - Gulfport | 206.4 | 187 |
| Brazoria | 205.2 | 188 |
| Gainesville | 204.1 | 189 |
| Boise | 204.0 | 190 |
| Amarillo | 197.9 | 191 |
| Springfield, Ill. | 194.0 | 192 |
| Beaver County, Pa. | 192.9 | 193 |
| Waco | 190.7 | 194 |
| Green Bay | 189.3 | 195 |
| Houma - Thibodaux | 187.9 | 196 |
| Yakima | 185.6 | 197 |
| Fort Collins - Loveland | 185.2 | 198 |
| Bradenton | 183.2 | 199 |
| St. Cloud | 181.7 | 200 |
| **Total Top 200** | 173,539.0 | |
| Fort Smith | 181.4 | 201 |
| Ocala | 179.3 | 202 |
| Wheeling | 176.4 | 203 |
| Chico | 175.1 | 204 |
| Racine | 175.1 | 204 |
| Lake Charles | 173.9 | 206 |
| Bremerton | 173.1 | 207 |
| Merced | 172.4 | 208 |
| Champaign - Urbana - Rantoul | 172.2 | 209 |
| Asheville | 171.8 | 210 |
| Longview - Marshall | 170.6 | 211 |
| Cedar Rapids | 168.4 | 212 |
| Benton Harbor | 166.6 | 213 |

| Area | (Thous.) | Rank |
|---|---|---|
| Topeka | 162.2 | 214 |
| Muskegon | 159.0 | 215 |
| Clarksville - Hopkinsville | 158.6 | 216 |
| Lima | 157.8 | 217 |
| Parkersburg - Marietta | 157.7 | 218 |
| Tyler | 156.1 | 219 |
| Steubenville - Weirton | 152.6 | 220 |
| Olympia | 151.5 | 221 |
| Fort Walton Beach | 150.2 | 222 |
| Fargo - Moorhead | 149.8 | 223 |
| Waterloo - Cedar Falls | 149.7 | 224 |
| Lynchburg | 149.5 | 225 |
| Elkhart - Goshen | 148.0 | 226 |
| Jackson, Mich. | 147.8 | 227 |
| Athens | 146.7 | 228 |
| Tuscaloosa | 145.9 | 229 |
| Anderson, S.C. | 145.6 | 230 |
| Monroe | 144.8 | 231 |
| Medford | 143.0 | 232 |
| Pittsfield | 142.5 | 233 |
| Richland - Kennewick - Pasco | 142.4 | 234 |
| Florence, Ala. | 139.9 | 235 |
| Vineland - Millville - Bridgeton | 139.3 | 236 |
| Alexandria, La. | 139.2 | 237 |
| Bangor | 139.1 | 238 |
| Eau Claire | 139.0 | 239 |
| Greeley | 138.8 | 240 |
| Battle Creek | 138.5 | 241 |
| Janesville - Beloit | 138.0 | 242 |
| Redding | 137.4 | 243 |
| Joplin | 135.7 | 244 |
| Odessa | 134.3 | 245 |
| Altoona | 133.9 | 246 |
| Terre Haute | 133.3 | 247 |
| Burlington, Vt. | 132.5 | 248 |
| Dothan | 132.2 | 249 |
| Anderson, Ind. | 131.2 | 250 |
| **Total Top 250** | 181,139.0 | |
| Pascagoula | 129.4 | 251 |
| Mansfield | 129.3 | 252 |
| Panama City | 129.0 | 253 |
| Jacksonville, N.C. | 128.2 | 254 |
| Pueblo | 128.2 | 254 |
| Naples | 127.9 | 256 |
| Wichita Falls | 127.8 | 257 |
| Abilene | 126.8 | 258 |
| Decatur, Ill. | 126.5 | 259 |
| Sioux Falls | 126.5 | 259 |
| Bryan - College Station | 126.1 | 261 |
| Las Cruces | 126.0 | 262 |
| Sharon | 125.5 | 263 |
| Anniston | 124.9 | 264 |
| Bloomington - Normal | 124.8 | 265 |
| Charlottesville | 124.4 | 266 |
| Lafayette - West Lafayette | 122.8 | 267 |
| Texarkana | 121.4 | 268 |
| Florence, S.C. | 121.1 | 269 |
| Muncie | 121.0 | 270 |
| Billings | 120.6 | 271 |
| Kenosha | 120.6 | 271 |
| Laredo | 120.6 | 271 |
| Albany, Ga. | 118.7 | 274 |
| Lawton | 118.6 | 275 |
| Williamsport | 117.9 | 276 |
| Bellingham | 117.3 | 277 |
| Yuba City | 117.3 | 277 |
| Wilmington, N.C. | 117.1 | 279 |
| State College | 116.9 | 280 |
| Sioux City | 116.4 | 281 |
| Midland, Tex. | 116.1 | 282 |
| Glens Falls | 115.1 | 283 |
| Hagerstown | 114.8 | 284 |
| Wausau | 113.1 | 285 |
| Danville, Va. | 112.2 | 286 |
| Columbia, Mo. | 110.0 | 287 |
| Santa Fe | 109.6 | 288 |
| Fayetteville - Springdale | 109.1 | 289 |
| Gadsden | 104.1 | 290 |
| Cumberland | 103.8 | 291 |
| Sheboygan | 103.3 | 292 |
| Burlington, N.C. | 102.8 | 293 |
| Kokomo | 102.6 | 294 |
| Kankakee | 102.4 | 295 |
| Bloomington, Ind. | 101.4 | 296 |
| Lewiston - Auburn | 101.0 | 297 |
| Decatur, Ala. | 100.7 | 298 |
| Rochester, Minn. | 98.4 | 299 |
| San Angelo | 98.1 | 300 |
| Sherman - Denison | 98.0 | 301 |
| La Crosse | 95.7 | 302 |
| Elmira | 93.7 | 303 |
| Bismarck | 91.4 | 304 |
| Dubuque | 90.8 | 305 |
| Pine Bluff | 90.0 | 306 |
| Owensboro | 87.8 | 307 |
| St. Joseph | 86.7 | 308 |
| Iowa City | 85.9 | 309 |
| Great Falls | 79.2 | 310 |
| Jackson, Tenn. | 78.6 | 311 |
| Rapid City | 77.9 | 312 |
| Victoria | 77.1 | 313 |
| Cheyenne | 73.7 | 314 |
| Lawrence, Kans. | 73.2 | 315 |
| Casper | 70.9 | 316 |
| Grand Forks | 70.5 | 317 |
| Enid | 63.9 | 318 |
| **Total Above Areas** | 188,462.2 | |
| **Percent of U.S.** | 76.7283 | |
| **U.S. Total** | 245,622.7 | |

# Suburban Population

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 4,425.9 | 1 |
| Philadelphia | 3,098.4 | 2 |
| Detroit | 3,084.5 | 3 |
| Chicago | 3,048.8 | 4 |
| Washington | 2,808.2 | 5 |
| Nassau - Suffolk | 2,661.7 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton | 2,490.2 | 7 |
| Atlanta | 2,166.0 | 8 |
| St. Louis | 1,827.0 | 9 |
| Riverside - San Bernardino | 1,784.4 | 10 |
| Anaheim - Santa Ana | 1,744.8 | 11 |
| Pittsburgh | 1,705.8 | 12 |
| Minneapolis - St. Paul | 1,602.2 | 13 |
| Baltimore | 1,541.1 | 14 |
| Newark | 1,475.7 | 15 |
| Oakland | 1,454.5 | 16 |
| Houston | 1,431.1 | 17 |
| Tampa - St. Petersburg - Clearwater | 1,339.9 | 18 |
| Cleveland | 1,308.3 | 19 |
| Seattle | 1,216.3 | 20 |
| Dallas | 1,214.3 | 21 |
| New York | 1,178.6 | 22 |
| San Diego | 1,168.2 | 23 |
| Denver | 1,165.0 | 24 |
| Bergen - Passaic | 1,163.8 | 25 |
| Miami - Hialeah | 1,163.6 | 26 |
| Cincinnati | 1,051.8 | 27 |
| Monmouth - Ocean | 970.5 | 28 |
| Sacramento | 904.5 | 29 |
| Middlesex - Somerset - Hunterdon | 881.8 | 30 |
| San Francisco | 847.8 | 31 |
| Kansas City | 843.9 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach | 838.8 | 33 |
| Salt Lake City - Ogden | 821.4 | 34 |
| Orlando | 802.3 | 35 |
| Hartford - New Britain - Middletown - Bristol | 790.5 | 36 |
| Rochester, N.Y. | 755.5 | 37 |
| New Orleans | 742.8 | 38 |
| Milwaukee | 732.9 | 39 |
| Portland, Ore. | 731.9 | 40 |
| Dayton - Springfield | 685.3 | 41 |
| Columbus, Ohio | 661.7 | 42 |
| Louisville | 643.6 | 43 |
| Buffalo | 638.1 | 44 |
| San Jose | 638.0 | 45 |
| Albany - Schenectady - Troy | 632.4 | 46 |
| Providence - Pawtucket - Woonsocket | 627.0 | 47 |
| West Palm Beach - Boca Raton - Delray Beach | 620.4 | 48 |
| Birmingham | 616.0 | 49 |
| Charlotte - Gastonia - Rock Hill | 582.3 | 50 |
| **Total Top 50** | **67,329.7** | |
| Scranton - Wilkes-Barre | 575.9 | 51 |
| Richmond - Petersburg | 571.7 | 52 |
| Fort Worth - Arlington | 560.6 | 53 |
| Greenville - Spartanburg | 514.7 | 54 |
| Phoenix | 510.6 | 55 |
| Greensboro - Winston-Salem - High Point | 509.0 | 56 |
| Indianapolis | 501.5 | 57 |
| Syracuse | 489.7 | 58 |
| Wilmington, Del. | 486.7 | 59 |
| Harrisburg - Lebanon - Carlisle | 483.8 | 60 |
| Allentown - Bethlehem | 461.5 | 61 |
| New Haven - Waterbury - Meriden | 445.4 | 62 |
| Bridgeport - Stamford - Norwalk - Danbury | 443.8 | 63 |
| Honolulu | 437.7 | 64 |
| Oklahoma City | 435.9 | 65 |
| Nashville | 434.9 | 66 |
| Grand Rapids | 434.2 | 67 |
| Worcester - Fitchburg - Leominster | 434.0 | 68 |
| Charleston, S.C. | 430.7 | 69 |
| Oxnard - Ventura | 412.4 | 70 |
| Las Vegas | 404.9 | 71 |
| Knoxville | 398.9 | 72 |
| Tacoma | 384.8 | 73 |
| Tulsa | 370.6 | 74 |
| Akron | 368.8 | 75 |
| Lake County, Ill. | 368.7 | 76 |
| Gary - Hammond | 363.7 | 77 |
| York | 356.1 | 78 |
| Columbia, S.C. | 354.9 | 79 |
| Youngstown - Warren | 353.4 | 80 |
| Augusta | 352.1 | 81 |
| Bakersfield | 351.3 | 82 |
| Lancaster | 337.3 | 83 |
| Springfield, Mass. | 331.7 | 84 |
| Johnson City - Kingsport - Bristol | 331.5 | 85 |
| Raleigh - Durham | 315.4 | 86 |
| San Antonio | 312.9 | 87 |
| Baton Rouge | 308.5 | 88 |
| Joliet | 306.0 | 89 |
| Fresno | 298.5 | 90 |
| Lakeland - Winter Haven | 294.[illegible] | 91 |
| Flint | 292.9 | 92 |
| Jersey City | 290.2 | 93 |
| Orange County, N.Y. | 284.4 | 94 |
| Canton | 284.2 | 95 |
| Pensacola | 283.0 | 96 |
| Daytona Beach | 273.8 | 97 |
| Mobile | 271.7 | 98 |
| Atlantic City | 271.1 | 99 |
| New Bedford - Fall River - Attleboro | 269.8 | 100 |
| **Total Top 100** | **86,694.2** | |
| Memphis | 269.3 | 101 |
| Chattanooga | 268.6 | 102 |
| Austin | 263.9 | 103 |
| Saginaw - Bay City - Midland | 259.2 | 104 |
| Norfolk - Virginia Beach - Newport News | 258.6 | 105 |
| Lansing - East Lansing | 255.9 | 106 |
| Jacksonville, Fla. | 255.5 | 107 |
| Portsmouth - Dover - Rochester | 251.3 | 108 |
| Reading | 249.1 | 109 |
| Huntington - Ashland | 248.4 | 110 |
| Toledo | 248.4 | 110 |
| Tucson | 244.5 | 112 |
| Little Rock - North Little Rock | 230.8 | 113 |
| Trenton | 230.5 | 114 |
| Poughkeepsie | 229.8 | 115 |
| Melbourne - Titusville - Palm Bay | 227.7 | 116 |
| Johnstown | 224.0 | 117 |
| McAllen - Edinburg - Mission | 217.9 | 118 |
| Santa Rosa - Petaluma | 217.3 | 119 |
| Stockton | 217.3 | 119 |
| Binghamton | 213.1 | 121 |
| Charleston, W.Va. | 209.8 | 122 |
| Peoria | 208.1 | 123 |
| Utica - Rome | 206.9 | 124 |
| Brazoria | 205.2 | 125 |
| Sarasota | 201.6 | 126 |
| Beaumont - Port Arthur | 199.5 | 127 |
| Fort Myers - Cape Coral | 198.3 | 128 |
| Omaha | 196.4 | 129 |
| Hickory | 194.7 | 130 |
| Aurora - Elgin | 194.4 | 131 |
| Beaver County, Pa. | 192.9 | 132 |
| Des Moines | 191.3 | 133 |
| Fayetteville, N.C. | 190.8 | 134 |
| Jackson, Miss. | 189.9 | 135 |
| Davenport - Rock Island - Moline | 186.9 | 136 |
| Vallejo - Fairfield - Napa | 185.0 | 137 |
| New London - Norwich | 184.4 | 138 |
| Fort Wayne | 184.0 | 139 |
| Spokane | 183.7 | 140 |
| Santa Cruz | 181.9 | 141 |
| Visalia - Tulare - Porterville | 180.5 | 142 |
| Fort Pierce | 180.4 | 143 |
| Santa Barbara - Santa Maria - Lompoc | 180.0 | 144 |
| Salinas - Seaside - Monterey | 179.9 | 145 |
| Vancouver | 172.1 | 146 |
| Salem, Ore. | 171.5 | 147 |
| Appleton - Oshkosh - Neenah | 170.8 | 148 |
| Madison | 169.4 | 149 |
| Portland, Me. | 167.3 | 150 |
| **Total Top 150** | **97,232.9** | |
| Erie | 165.8 | 151 |
| Hamilton - Middletown | 165.7 | 152 |
| Ann Arbor | 163.3 | 153 |
| Evansville | 154.6 | 154 |
| Modesto | 153.7 | 155 |
| Niagara Falls | 152.9 | 156 |
| Benton Harbor | 152.2 | 157 |
| Wichita | 149.9 | 158 |
| Rockford | 146.4 | 159 |
| Bradenton | 144.5 | 160 |
| Lorain - Elyria | 143.0 | 161 |
| Manchester - Nashua | 142.1 | 162 |
| Kalamazoo | 142.0 | 163 |
| Chico | 141.4 | 164 |
| St. Cloud | 138.3 | 165 |
| Duluth | 137.8 | 166 |
| Houma - Thibodaux | 137.6 | 167 |
| Bremerton | 137.3 | 168 |
| Wheeling | 136.6 | 169 |
| Killeen - Temple | 136.0 | 170 |
| Yakima | 135.6 | 171 |
| Ocala | 131.5 | 172 |
| Roanoke | 127.1 | 173 |
| Fort Walton Beach | 125.3 | 174 |
| Lexington-Fayette | 122.3 | 175 |
| Lafayette, La. | 122.2 | 176 |
| Merced | 122.0 | 177 |
| Reno | 120.4 | 178 |
| Olympia | 120.3 | 179 |
| Eugene - Springfield | 119.5 | 180 |
| Muskegon | 118.9 | 181 |
| Gainesville | 118.0 | 182 |
| Macon - Warner Robins | 117.1 | 183 |
| Anderson, S.C. | 116.7 | 184 |
| Albuquerque | 113.5 | 185 |
| Biloxi - Gulfport | 113.0 | 186 |
| Galveston - Texas City | 112.8 | 187 |
| Provo - Orem | 112.7 | 188 |
| Asheville | 111.2 | 189 |
| Lima | 110.6 | 190 |
| Jackson, Mich. | 110.1 | 191 |
| Sharon | 109.2 | 192 |
| Bangor | 108.9 | 193 |
| Montgomery | 107.9 | 194 |
| Colorado Springs | 107.7 | 195 |
| Naples | 106.8 | 196 |
| Steubenville - Weirton | 106.0 | 197 |
| Fort Smith | 105.8 | 198 |
| Florence, Ala. | 102.9 | 199 |
| Parkersburg - Marietta | 102.4 | 200 |
| **Total Top 200** | **103,632.4** | |
| Athens | 102.3 | 201 |
| Brownsville - Harlingen | 99.3 | 202 |
| Jacksonville, N.C. | 99.3 | 202 |
| Lake Charles | 99.2 | 204 |
| Medford | 98.6 | 205 |
| Glens Falls | 98.5 | 206 |
| Pascagoula | 98.1 | 207 |
| Tallahassee | 97.9 | 208 |
| Corpus Christi | 96.1 | 209 |
| Yuba City | 95.2 | 210 |
| Green Bay | 95.1 | 211 |
| Joplin | 94.9 | 212 |
| Anniston | 94.4 | 213 |
| Burlington, Vt. | 93.5 | 214 |
| Pittsfield | 92.4 | 215 |
| Racine | 92.4 | 215 |
| South Bend - Mishawaka | 91.9 | 217 |
| Savannah | 91.5 | 218 |
| Springfield, Ill. | 91.5 | 218 |
| Panama City | 91.4 | 220 |
| Boise | 90.0 | 221 |
| Boulder - Longmont | 88.6 | 222 |
| Springfield, Mo. | 88.6 | 222 |
| Monroe | 88.3 | 224 |
| Florence, S.C. | 88.0 | 225 |
| Alexandria, La. | 87.0 | 226 |
| Shreveport | 85.8 | 227 |
| Williamsport | 85.8 | 227 |
| Redding | 85.2 | 229 |
| Battle Creek | 84.5 | 230 |
| Eau Claire | 84.0 | 231 |
| Charlottesville | 83.4 | 232 |
| Waco | 83.2 | 233 |
| State College | 82.1 | 234 |
| Elkhart - Goshen | 81.4 | 235 |
| Hagerstown | 81.3 | 236 |
| Greeley | 80.6 | 237 |
| Cumberland | 80.2 | 238 |
| Lynchburg | 80.1 | 239 |
| Altoona | 80.0 | 240 |
| Wausau | 79.6 | 241 |
| Tyler | 78.6 | 242 |
| Mansfield | 77.7 | 243 |
| Dothan | 77.2 | 244 |
| Terre Haute | 75.9 | 245 |
| El Paso | 73.9 | 246 |
| Kankakee | 73.7 | 247 |
| Longview - Marshall | 71.9 | 248 |
| Columbus, Ga. | 71.7 | 249 |
| Bellingham | 71.0 | 250 |
| **Total Top 250** | **107,985.2** | |
| Anderson, Ind. | 70.8 | 251 |
| Huntsville | 69.7 | 252 |
| Tuscaloosa | 69.7 | 252 |
| Las Cruces | 69.2 | 254 |
| Fort Collins - Loveland | 68.8 | 255 |
| Danville, Va. | 66.9 | 256 |
| Texarkana | 64.9 | 257 |
| Burlington, N.C. | 64.7 | 258 |
| Wilmington, N.C. | 62.8 | 259 |
| Cedar Rapids | 60.3 | 260 |
| Elmira | 60.2 | 261 |
| Lafayette - West Lafayette | 58.1 | 262 |
| Gadsden | 57.2 | 263 |
| Kokomo | 56.1 | 264 |
| Sheboygan | 55.5 | 265 |
| Champaign - Urbana - Rantoul | 55.3 | 266 |
| Richland - Kennewick - Pasco | 55.2 | 267 |
| Decatur, Ala. | 54.0 | 268 |
| Santa Fe | 52.0 | 269 |
| Clarksville - Hopkinsville | 51.8 | 270 |
| Janesville - Beloit | 51.3 | 271 |
| Fargo - Moorhead | 50.8 | 272 |
| Waterloo - Cedar Falls | 49.0 | 273 |
| Bloomington, Ind. | 48.3 | 274 |
| Muncie | 47.7 | 275 |
| La Crosse | 46.2 | 276 |
| Kenosha | 45.5 | 277 |
| Columbia, Mo. | 44.5 | 278 |
| Billings | 43.5 | 279 |
| Bismarck | 41.3 | 280 |
| Sherman - Denison | 40.7 | 281 |
| Fayetteville - Springdale | 40.4 | 282 |
| Topeka | 40.2 | 283 |
| Rochester, Minn. | 39.3 | 284 |
| Lewiston - Auburn | 38.8 | 285 |
| Vineland - Millville - Bridgeton | 38.6 | 286 |
| Lubbock | 38.5 | 287 |
| Sioux City | 37.4 | 288 |
| Bloomington - Normal | 37.3 | 289 |
| Decatur, Ill. | 36.2 | 290 |
| Iowa City | 35.3 | 291 |
| Albany, Ga. | 33.8 | 292 |
| Lawton | 33.0 | 293 |
| Amarillo | 32.5 | 294 |
| Dubuque | 31.3 | 295 |
| Owensboro | 31.0 | 296 |
| Odessa | 29.5 | 297 |
| Wichita Falls | 27.4 | 298 |
| Sioux Falls | 26.4 | 299 |
| Pueblo | 25.9 | 300 |
| Jackson, Tenn. | 25.7 | 301 |
| Grand Forks | 25.0 | 302 |
| Casper | 23.4 | 303 |
| Lincoln | 23.4 | 303 |
| Rapid City | 23.0 | 305 |
| Great Falls | 22.0 | 306 |
| Cheyenne | 20.7 | 307 |
| Pine Bluff | 20.5 | 308 |
| Victoria | 19.6 | 309 |
| Lawrence, Kans. | 16.0 | 310 |
| Midland, Tex. | 13.1 | 311 |
| Enid | 12.6 | 312 |
| St. Joseph | 12.4 | 313 |
| San Angelo | 11.6 | 314 |
| Bryan - College Station | 11.2 | 315 |
| Abilene | 10.5 | 316 |
| Laredo | 6.4 | 317 |
| Anchorage | .0 | 318 |
| **Total Above Areas** | **110,667.1** | |
| **Percent of U.S.** | **100.0000** | |
| **U.S. Total** | **110,667.1** | |

# Black Population

| Area | (Thous.) | Rank |
|---|---|---|
| **New York** | 2,227.9 | 1 |
| **Chicago** | 1,473.1 | 2 |
| **Los Angeles - Long Beach** | 1,071.6 | 3 |
| **Philadelphia** | 942.2 | 4 |
| **Washington** | 939.7 | 5 |
| **Detroit** | 914.8 | 6 |
| **Houston** | 632.1 | 7 |
| **Atlanta** | 629.1 | 8 |
| **Baltimore** | 581.1 | 9 |
| **New Orleans** | 436.2 | 10 |
| **Newark** | 430.8 | 11 |
| **St. Louis** | 425.5 | 12 |
| **Dallas** | 405.0 | 13 |
| **Memphis** | 403.8 | 14 |
| **Norfolk - Virginia Beach - Newport News** | 384.5 | 15 |
| **Cleveland** | 345.7 | 16 |
| **Miami - Hialeah** | 344.1 | 17 |
| **Oakland** | 291.9 | 18 |
| **Birmingham** | 267.8 | 19 |
| **Richmond - Petersburg** | 244.3 | 20 |
| **Charlotte - Gastonia - Rock Hill** | 236.2 | 21 |
| **Boston - Lawrence - Salem - Lowell - Brockton** | 203.4 | 22 |
| **Jacksonville, Fla.** | 198.1 | 23 |
| **Kansas City** | 194.9 | 24 |
| **Tampa - St. Petersburg - Clearwater** | 194.1 | 25 |
| **Nassau - Suffolk** | 186.8 | 26 |
| **Greensboro - Winston-Salem - High Point** | 186.7 | 27 |
| **Raleigh - Durham** | 185.1 | 28 |
| **Cincinnati** | 180.8 | 29 |
| **Indianapolis** | 179.1 | 30 |
| **Jackson, Miss.** | 179.1 | 30 |
| **Pittsburgh** | 174.9 | 32 |
| **Charleston, S.C.** | 162.5 | 33 |
| **Baton Rouge** | 160.4 | 34 |
| **Nashville** | 159.6 | 35 |
| **Milwaukee** | 153.1 | 36 |
| **Columbus, Ohio** | 151.6 | 37 |
| **Mobile** | 146.7 | 38 |
| **Fort Lauderdale - Hollywood - Pompano Beach** | 144.3 | 39 |
| **Fort Worth - Arlington** | 140.1 | 40 |
| **Gary - Hammond** | 135.9 | 41 |
| **Columbia, S.C.** | 132.6 | 42 |
| **San Francisco** | 132.0 | 43 |
| **San Diego** | 130.6 | 44 |
| **Orlando** | 129.0 | 45 |
| **Augusta** | 128.9 | 46 |
| **Louisville** | 127.9 | 47 |
| **Shreveport** | 127.3 | 48 |
| **Dayton - Springfield** | 120.2 | 49 |
| **West Palm Beach - Boca Raton - Delray Beach** | 116.7 | 50 |
| **Total Top 50** | **18,193.7** | |
| Greenville - Spartanburg | 115.4 | 51 |
| Montgomery | 114.9 | 52 |
| Buffalo | 110.7 | 53 |
| Riverside - San Bernardino | 109.6 | 54 |
| Little Rock - North Little Rock | 102.7 | 55 |
| Macon - Warner Robins | 102.7 | 55 |
| Bergen - Passaic | 99.4 | 57 |
| Columbus, Ga. | 95.4 | 58 |
| San Antonio | 93.9 | 59 |
| Savannah | 93.8 | 60 |
| Beaumont - Port Arthur | 90.9 | 61 |
| Rochester, N.Y. | 89.6 | 62 |
| Oklahoma City | 89.4 | 63 |
| Denver | 87.9 | 64 |
| Flint | 86.7 | 65 |
| Fayetteville, N.C. | 86.2 | 66 |
| Wilmington, Del. | 84.5 | 67 |
| Hartford - New Britain - Middletown - Bristol | 82.8 | 68 |
| Sacramento | 76.4 | 69 |
| Austin | 75.0 | 70 |
| New Haven - Waterbury - Meriden | 75.0 | 70 |
| Tallahassee | 74.9 | 72 |
| Bridgeport - Stamford - Norwalk - Danbury | 74.2 | 73 |
| Jersey City | 73.5 | 74 |
| Toledo | 67.3 | 75 |
| Las Vegas | 66.5 | 76 |
| Seattle | 65.6 | 77 |
| Chattanooga | 64.2 | 78 |
| Phoenix | 63.0 | 79 |
| Trenton | 62.8 | 80 |
| Monmouth - Ocean | 62.7 | 81 |
| Lakeland - Winter Haven | 62.0 | 82 |
| Akron | 61.9 | 83 |
| Pensacola | 60.4 | 84 |
| Tulsa | 57.9 | 85 |
| Youngstown - Warren | 56.6 | 86 |
| Minneapolis - St. Paul | 56.1 | 87 |
| Lafayette, La. | 53.3 | 88 |
| Huntsville | 52.5 | 89 |
| Middlesex - Somerset - Hunterdon | 52.3 | 90 |
| Albany, Ga. | 50.9 | 91 |
| Omaha | 49.2 | 92 |
| Florence, S.C. | 48.6 | 93 |
| Atlantic City | 47.2 | 94 |
| San Jose | 45.9 | 95 |
| Killeen - Temple | 45.7 | 96 |
| Monroe | 44.8 | 97 |
| Tuscaloosa | 44.0 | 98 |
| Galveston - Texas City | 42.8 | 99 |
| Gainesville | 42.5 | 100 |
| **Total Top 100** | **21,805.9** | |
| Longview - Marshall | 41.8 | 101 |
| Biloxi - Gulfport | 41.2 | 102 |
| Saginaw - Bay City - Midland | 40.5 | 103 |
| Lake Charles | 40.3 | 104 |
| Daytona Beach | 40.0 | 105 |
| Alexandria, La. | 39.6 | 106 |
| Grand Rapids | 39.1 | 107 |
| Lexington-Fayette | 38.8 | 108 |
| Knoxville | 38.5 | 109 |
| Harrisburg - Lebanon - Carlisle | 38.2 | 110 |
| Pine Bluff | 38.2 | 110 |
| Joliet | 37.6 | 112 |
| Tyler | 37.0 | 113 |
| Danville, Va. | 36.4 | 114 |
| Springfield, Mass. | 36.3 | 115 |
| Fort Pierce | 36.1 | 116 |
| Wichita | 35.5 | 117 |
| Clarksville - Hopkinsville | 35.1 | 118 |
| Vallejo - Fairfield - Napa | 35.0 | 119 |
| Albany - Schenectady - Troy | 34.4 | 120 |
| Lake County, Ill. | 34.1 | 121 |
| Syracuse | 34.1 | 121 |
| Tacoma | 34.1 | 121 |
| Melbourne - Titusville - Palm Bay | 33.9 | 124 |
| Waco | 33.5 | 125 |
| Portland, Ore. | 33.3 | 126 |
| Lynchburg | 32.8 | 127 |
| Ann Arbor | 32.0 | 128 |
| Ocala | 31.4 | 129 |
| Fort Wayne | 30.3 | 130 |
| Providence - Pawtucket - Woonsocket | 29.9 | 131 |
| Texarkana | 29.7 | 132 |
| Dothan | 29.5 | 133 |
| Roanoke | 29.0 | 134 |
| Anaheim - Santa Ana | 28.8 | 135 |
| Athens | 28.4 | 136 |
| Fresno | 28.2 | 137 |
| Jacksonville, N.C. | 28.0 | 138 |
| Anderson, S.C. | 27.4 | 139 |
| Wilmington, N.C. | 27.4 | 139 |
| Benton Harbor | 27.3 | 141 |
| Pascagoula | 27.3 | 141 |
| Lansing - East Lansing | 26.7 | 143 |
| Bakersfield | 25.9 | 144 |
| Houma - Thibodaux | 25.7 | 145 |
| Colorado Springs | 25.6 | 146 |
| Canton | 25.4 | 147 |
| Jackson, Tenn. | 25.0 | 148 |
| Fort Myers - Cape Coral | 24.8 | 149 |
| South Bend - Mishawaka | 24.4 | 150 |
| **Total Top 150** | **23,439.4** | |
| Rockford | 23.7 | 151 |
| Anniston | 23.6 | 152 |
| El Paso | 23.6 | 152 |
| Stockton | 23.2 | 154 |
| Peoria | 23.1 | 155 |
| Vineland - Millville - Bridgeton | 22.8 | 156 |
| Muskegon | 21.9 | 157 |
| Burlington, N.C. | 21.5 | 158 |
| Lorain - Elyria | 21.0 | 159 |
| Salinas - Seaside - Monterey | 21.0 | 159 |
| Poughkeepsie | 20.4 | 161 |
| Orange County, N.Y. | 20.2 | 162 |
| Charlottesville | 20.0 | 163 |
| Hickory | 20.0 | 163 |
| Florence, Ala. | 19.8 | 165 |
| Lawton | 19.0 | 166 |
| Kalamazoo | 18.5 | 167 |
| Davenport - Rock Island - Moline | 18.3 | 168 |
| Bradenton | 18.0 | 169 |
| Brazoria | 17.5 | 170 |
| Evansville | 17.5 | 170 |
| Aurora - Elgin | 17.4 | 172 |
| Tucson | 17.4 | 172 |
| Lubbock | 17.[illegible] | 174 |
| Honolulu | 16.8 | 175 |
| Panama City | 16.6 | 176 |
| Kankakee | 16.5 | 177 |
| Corpus Christi | 16.4 | 178 |
| Asheville | 16.3 | 179 |
| Champaign - Urbana - Rantoul | 16.2 | 180 |
| Gadsden | 15.8 | 181 |
| Des Moines | 15.6 | 182 |
| Bryan - College Station | 15.2 | 183 |
| Battle Creek | 15.1 | 184 |
| Racine | 14.9 | 185 |
| Decatur, Ill. | 14.8 | 186 |
| Charleston, W.Va. | 14.4 | 187 |
| Fort Walton Beach | 13.9 | 188 |
| Erie | 13.6 | 189 |
| Hamilton - Middletown | 13.5 | 190 |
| Sarasota | 13.5 | 190 |
| Springfield, Ill. | 13.0 | 192 |
| Topeka | 13.0 | 192 |
| Wichita Falls | 12.5 | 194 |
| Anchorage | 12.3 | 195 |
| Oxnard - Ventura | 12.2 | 196 |
| Jackson, Mich. | 12.0 | 197 |
| Beaver County, Pa. | 11.8 | 198 |
| Lima | 11.7 | 199 |
| Niagara Falls | 11.6 | 200 |
| **Total Top 200** | **24,295.1** | |
| Decatur, Ala. | 11.2 | 201 |
| York | 11.1 | 202 |
| Albuquerque | 10.6 | 203 |
| Midland, Tex. | 10.5 | 204 |
| Worcester - Fitchburg - Leominster | 10.5 | 204 |
| Anderson, Ind. | 10.4 | 206 |
| Allentown - Bethlehem | 10.2 | 207 |
| New London - Norwich | 10.1 | 208 |
| Johnson City - Kingsport - Bristol | 10.0 | 209 |
| Amarillo | 9.9 | 210 |
| Mansfield | 9.8 | 211 |
| Salt Lake City - Ogden | 9.1 | 212 |
| Reading | 9.0 | 213 |
| Utica - Rome | 8.8 | 214 |
| New Bedford - Fall River - Attleboro | 8.7 | 215 |
| Waterloo - Cedar Falls | 8.6 | 216 |
| Merced | 8.5 | 217 |
| Abilene | 8.4 | 218 |
| Lancaster | 8.4 | 218 |
| Santa Barbara - Santa Maria - Lompoc | 8.3 | 220 |
| Muncie | 8.1 | 221 |
| Huntington - Ashland | 7.6 | 222 |
| Naples | 7.5 | 223 |
| Sherman - Denison | 7.5 | 223 |
| Columbia, Mo. | 7.3 | 225 |
| Elkhart - Goshen | 7.0 | 226 |
| Terre Haute | 6.8 | 227 |
| Fort Smith | 6.6 | 228 |
| Odessa | 6.5 | 229 |
| Steubenville - Weirton | 6.2 | 230 |
| Madison | 6.0 | 231 |
| Sharon | 5.8 | 232 |
| Bloomington - Normal | 5.5 | 233 |
| Hagerstown | 5.1 | 234 |
| Scranton - Wilkes-Barre | 5.0 | 235 |
| Janesville - Beloit | 4.8 | 236 |
| Kokomo | 4.8 | 236 |
| Victoria | 4.8 | 236 |
| Reno | 4.4 | 239 |
| Elmira | 4.3 | 240 |
| San Angelo | 4.3 | 240 |
| Spokane | 4.3 | 240 |
| Wheeling | 4.0 | 243 |
| Visalia - Tulare - Porterville | 3.9 | 244 |
| Binghamton | 3.7 | 245 |
| Lincoln | 3.7 | 245 |
| Owensboro | 3.7 | 245 |
| Santa Rosa - Petaluma | 3.7 | 245 |
| Johnstown | 3.5 | 249 |
| Modesto | 3.5 | 249 |
| **Total Top 250** | **24,647.1** | |
| Springfield, Mo. | 3.3 | 251 |
| Lawrence, Kans. | 3.2 | 252 |
| Bremerton | 3.0 | 253 |
| Cedar Rapids | 2.9 | 254 |
| Kenosha | 2.9 | 254 |
| Yuba City | 2.9 | 254 |
| Bloomington, Ind. | 2.8 | 257 |
| St. Joseph | 2.7 | 258 |
| Pueblo | 2.4 | 259 |
| Richland - Kennewick - Pasco | 2.4 | 259 |
| Pittsfield | 2.3 | 261 |
| Cumberland | 2.2 | 262 |
| Cheyenne | 2.1 | 263 |
| Enid | 2.1 | 263 |
| Lafayette - West Lafayette | 2.1 | 263 |
| Portsmouth - Dover - Rochester | 2.1 | 263 |
| Boulder - Longmont | 2.0 | 267 |
| Las Cruces | 2.0 | 267 |
| Chico | 1.9 | 269 |
| Williamsport | 1.9 | 269 |
| Vancouver | 1.8 | 271 |
| Parkersburg - Marietta | 1.7 | 272 |
| Fayetteville - Springdale | 1.6 | 273 |
| Manchester - Nashua | 1.6 | 273 |
| Santa Cruz | 1.6 | 273 |
| State College | 1.6 | 273 |
| Yakima | 1.6 | 273 |
| Eugene - Springfield | 1.5 | 278 |
| Glens Falls | 1.4 | 279 |
| Salem, Ore. | 1.4 | 279 |
| Iowa City | 1.2 | 281 |
| Olympia | 1.2 | 281 |
| Grand Forks | 1.1 | 283 |
| Joplin | 1.1 | 283 |
| Sioux City | 1.1 | 283 |
| Altoona | 1.0 | 286 |
| Brownsville - Harlingen | 1.0 | 286 |
| Duluth | 1.0 | 286 |
| Great Falls | 1.0 | 286 |
| Portland, Me. | 1.0 | 286 |
| Rapid City | .9 | 291 |
| Fort Collins - Loveland | .8 | 292 |
| Redding | .8 | 292 |
| Boise | .7 | 294 |
| Greeley | .7 | 294 |
| McAllen - Edinburg - Mission | .7 | 294 |
| Burlington, Vt. | .5 | 297 |
| Casper | .5 | 297 |
| Green Bay | .5 | 297 |
| Santa Fe | .5 | 297 |
| Appleton - Oshkosh - Neenah | .4 | 301 |
| Rochester, Minn. | .4 | 301 |
| St. Cloud | .4 | 301 |
| Bellingham | .3 | 304 |
| Billings | .3 | 304 |
| Fargo - Moorhead | .3 | 304 |
| Sheboygan | .3 | 304 |
| Sioux Falls | .3 | 304 |
| Bangor | .2 | 309 |
| Dubuque | .2 | 309 |
| Eau Claire | .2 | 309 |
| La Crosse | .2 | 309 |
| Lewiston - Auburn | .2 | 309 |
| Medford | .2 | 309 |
| Bismarck | .1 | 315 |
| Laredo | .1 | 315 |
| Provo - Orem | .1 | 315 |
| Wausau | 0 | 318 |
| **Total Above Areas** | **24,733.6** | |
| **Percent of U.S.** | **82.1933** | |
| **U.S. Total** | **30,092.0** | |

# Hispanic Population

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 2,741.4 | 1 |
| New York | 1,713.8 | 2 |
| Miami - Hialeah | 773.3 | 3 |
| San Antonio | 660.7 | 4 |
| Chicago | 612.8 | 5 |
| Houston | 597.6 | 6 |
| Riverside - San Bernardino | 465.7 | 7 |
| San Diego | 400.5 | 8 |
| El Paso | 394.6 | 9 |
| Anaheim - Santa Ana | 390.2 | 10 |
| McAllen - Edinburg - Mission | 321.2 | 11 |
| Phoenix | 292.6 | 12 |
| San Jose | 292.6 | 12 |
| Dallas | 273.4 | 14 |
| Oakland | 246.4 | 15 |
| Brownsville - Harlingen | 218.5 | 16 |
| San Francisco | 210.8 | 17 |
| Corpus Christi | 210.1 | 18 |
| Fresno | 206.0 | 19 |
| Albuquerque | 195.2 | 20 |
| Denver | 184.9 | 21 |
| Jersey City | 172.1 | 22 |
| Oxnard - Ventura | 161.1 | 23 |
| Newark | 155.6 | 24 |
| Austin | 154.8 | 25 |
| Sacramento | 152.1 | 26 |
| Tucson | 149.7 | 27 |
| Philadelphia | 132.3 | 28 |
| Bakersfield | 129.2 | 29 |
| Nassau - Suffolk | 122.3 | 30 |
| Laredo | 116.7 | 31 |
| Washington | 113.6 | 32 |
| Tampa - St. Petersburg - Clearwater | 111.6 | 33 |
| Bergen - Passaic | 111.2 | 34 |
| Fort Worth - Arlington | 110.9 | 35 |
| Salinas - Seaside - Monterey | 106.5 | 36 |
| Visalia - Tulare - Porterville | 105.1 | 37 |
| Stockton | 103.1 | 38 |
| Boston - Lawrence - Salem - Lowell - Brockton | 96.1 | 39 |
| Detroit | 80.2 | 40 |
| Santa Barbara - Santa Maria - Lompoc | 74.8 | 41 |
| Las Cruces | 71.2 | 42 |
| Honolulu | 62.0 | 43 |
| Modesto | 57.8 | 44 |
| Santa Fe | 56.7 | 45 |
| Salt Lake City - Ogden | 54.0 | 46 |
| New Orleans | 53.1 | 47 |
| Fort Lauderdale - Hollywood - Pompano Beach | 52.9 | 48 |
| Lubbock | 52.1 | 49 |
| Middlesex - Somerset - Hunterdon | 51.0 | 50 |
| **Total Top 50** | 14,370.5 | |
| Bridgeport - Stamford - Norwalk - Danbury | 50.9 | 51 |
| Merced | 50.7 | 52 |
| Hartford - New Britain - Middletown - Bristol | 50.2 | 53 |
| Las Vegas | 48.2 | 54 |
| Vallejo - Fairfield - Napa | 48.2 | 54 |
| Gary - Hammond | 47.5 | 56 |
| West Palm Beach - Boca Raton - Delray Beach | 44.7 | 57 |
| Pueblo | 42.1 | 58 |
| Santa Cruz | 39.5 | 59 |
| Orlando | 38.6 | 60 |
| Kansas City | 38.0 | 61 |
| Seattle | 37.1 | 62 |
| Odessa | 36.7 | 63 |
| Milwaukee | 36.6 | 64 |
| Aurora - Elgin | 36.1 | 65 |
| Brazoria | 33.7 | 66 |
| Colorado Springs | 32.2 | 67 |
| Atlanta | 31.9 | 68 |
| Galveston - Texas City | 31.5 | 69 |
| New Haven - Waterbury - Meriden | 30.7 | 70 |
| Killeen - Temple | 30.1 | 71 |
| Monmouth - Ocean | 29.4 | 72 |
| Santa Rosa - Petaluma | 29.1 | 73 |
| Yakima | 28.4 | 74 |
| Lake County, Ill. | 27.3 | 75 |
| Portland, Ore. | 27.3 | 75 |
| Victoria | 27.0 | 77 |
| Cleveland | 26.3 | 78 |
| Springfield, Mass. | 26.2 | 79 |
| St. Louis | 25.4 | 80 |
| Minneapolis - St. Paul | 25.1 | 81 |
| San Angelo | 24.9 | 82 |
| Greeley | 24.2 | 83 |
| Baltimore | 23.8 | 84 |
| Oklahoma City | 23.6 | 85 |
| Norfolk - Virginia Beach - Newport News | 23.1 | 86 |
| Rochester, N.Y. | 22.4 | 87 |
| Midland, Tex. | 21.8 | 88 |
| Providence - Pawtucket - Woonsocket | 21.1 | 89 |
| Amarillo | 20.2 | 90 |
| Waco | 20.0 | 91 |
| Joliet | 18.2 | 92 |
| Abilene | 18.1 | 93 |
| Jacksonville, Fla. | 18.0 | 94 |
| Saginaw - Bay City - Midland | 17.8 | 95 |
| Allentown - Bethlehem | 17.7 | 96 |
| Toledo | 17.5 | 97 |
| Grand Rapids | 17.1 | 98 |
| Vineland - Millville - Bridgeton | 15.8 | 99 |
| Worcester - Fitchburg - Leominster | 15.7 | 100 |
| **Total Top 100** | 15,861.0 | |
| Beaumont - Port Arthur | 15.5 | 101 |
| Buffalo | 15.5 | 101 |
| Lansing - East Lansing | 15.5 | 101 |
| Bryan - College Station | 15.3 | 104 |
| Naples | 15.3 | 104 |
| Tacoma | 15.1 | 106 |
| Yuba City | 14.1 | 107 |
| Orange County, N.Y. | 14.0 | 108 |
| Lorain - Elyria | 13.8 | 109 |
| Wichita | 13.6 | 110 |
| Omaha | 13.4 | 111 |
| Trenton | 13.4 | 111 |
| Salem, Ore. | 13.3 | 113 |
| Davenport - Rock Island - Moline | 12.9 | 114 |
| Lakeland - Winter Haven | 12.9 | 114 |
| Boulder - Longmont | 12.2 | 116 |
| Reno | 12.0 | 117 |
| Pittsburgh | 11.8 | 118 |
| Tulsa | 11.7 | 119 |
| Atlantic City | 11.6 | 120 |
| New Bedford - Fall River - Attleboro | 11.6 | 120 |
| Fort Collins - Loveland | 11.2 | 122 |
| Chico | 10.8 | 123 |
| Lancaster | 10.8 | 123 |
| Fayetteville, N.C. | 10.5 | 125 |
| Richland - Kennewick - Pasco | 10.5 | 125 |
| Wilmington, Del. | 10.4 | 127 |
| Reading | 10.3 | 128 |
| Albany - Schenectady - Troy | 10.1 | 129 |
| Wichita Falls | 9.9 | 130 |
| Indianapolis | 9.8 | 131 |
| Memphis | 9.8 | 131 |
| Baton Rouge | 9.5 | 133 |
| Charlotte - Gastonia - Rock Hill | 9.2 | 134 |
| Columbus, Ohio | 9.1 | 135 |
| Fort Myers - Cape Coral | 9.1 | 135 |
| Flint | 8.5 | 137 |
| Cincinnati | 8.4 | 138 |
| Melbourne - Titusville - Palm Bay | 8.1 | 139 |
| Rockford | 8.0 | 140 |
| Charleston, S.C. | 7.9 | 141 |
| Racine | 7.9 | 141 |
| Richmond - Petersburg | 7.8 | 143 |
| Nashville | 7.6 | 144 |
| Anchorage | 7.5 | 145 |
| Cheyenne | 7.4 | 146 |
| Poughkeepsie | 7.1 | 147 |
| Harrisburg - Lebanon - Carlisle | 7.0 | 148 |
| Lawton | 6.9 | 149 |
| Topeka | 6.9 | 149 |
| **Total Top 150** | 16,403.5 | |
| Youngstown - Warren | 6.9 | 149 |
| Dayton - Springfield | 6.8 | 152 |
| Gainesville | 6.8 | 152 |
| Greensboro - Winston-Salem - High Point | 6.6 | 154 |
| Augusta | 6.4 | 155 |
| Syracuse | 6.4 | 155 |
| Tyler | 6.3 | 157 |
| Birmingham | 6.2 | [illegible] |
| Columbus, Ga. | 6.2 | 158 |
| Pensacola | 6.2 | 158 |
| Fort Pierce | 6.1 | 161 |
| Louisville | 6.1 | 161 |
| Provo - Orem | 6.1 | 161 |
| Columbia, S.C. | 6.0 | 164 |
| Eugene - Springfield | 6.0 | 164 |
| Raleigh - Durham | 6.0 | 164 |
| Daytona Beach | 5.9 | 167 |
| Des Moines | 5.7 | 168 |
| Shreveport | 5.7 | 168 |
| Fort Wayne | 5.6 | 170 |
| Jacksonville, N.C. | 5.4 | 171 |
| New London - Norwich | 5.4 | 171 |
| Spokane | 5.3 | 173 |
| Mobile | 5.1 | 174 |
| Greenville - Spartanburg | 5.0 | 175 |
| Lafayette, La. | 5.0 | 175 |
| Ann Arbor | 4.8 | 177 |
| Boise | 4.8 | 177 |
| Medford | 4.8 | 177 |
| Redding | 4.8 | 177 |
| Bremerton | 4.6 | 181 |
| Little Rock - North Little Rock | 4.6 | 181 |
| Clarksville - Hopkinsville | 4.5 | 183 |
| Bradenton | 4.3 | 184 |
| Knoxville | 4.3 | 184 |
| Biloxi - Gulfport | 4.2 | 186 |
| Sarasota | 4.2 | 186 |
| Tallahassee | 4.0 | 188 |
| South Bend - Mishawaka | 3.9 | 189 |
| Fort Walton Beach | 3.8 | 190 |
| Kenosha | 3.8 | 190 |
| Longview - Marshall | 3.8 | 190 |
| Madison | 3.8 | 190 |
| Peoria | 3.8 | 190 |
| York | 3.8 | 190 |
| Canton | 3.7 | 196 |
| Akron | 3.6 | 197 |
| Vancouver | 3.6 | 197 |
| Houma - Thibodaux | 3.5 | 199 |
| Billings | 3.4 | 200 |
| **Total Top 200** | 16,657.1 | |
| Jackson, Miss. | 3.4 | 200 |
| Scranton - Wilkes-Barre | 3.4 | 200 |
| Chattanooga | 3.3 | 203 |
| Lincoln | 3.3 | 203 |
| Muskegon | 3.3 | 203 |
| Olympia | 3.3 | 203 |
| Utica - Rome | 3.3 | 203 |
| Ocala | 3.2 | 208 |
| Kalamazoo | 3.1 | 209 |
| Champaign - Urbana - Rantoul | 2.9 | 210 |
| Montgomery | 2.9 | 210 |
| Savannah | 2.9 | 210 |
| Macon - Warner Robins | 2.8 | 213 |
| Manchester - Nashua | 2.8 | 213 |
| Battle Creek | 2.7 | 215 |
| Huntsville | 2.7 | 215 |
| Casper | 2.6 | 217 |
| Benton Harbor | 2.4 | 218 |
| Johnson City - Kingsport - Bristol | 2.4 | 218 |
| Lexington-Fayette | 2.4 | 218 |
| Bellingham | 2.3 | 221 |
| Lake Charles | 2.3 | 221 |
| Erie | 2.2 | 223 |
| Panama City | 2.2 | 223 |
| Portsmouth - Dover - Rochester | 2.2 | 223 |
| Binghamton | 2.0 | 226 |
| Elkhart - Goshen | 2.0 | 226 |
| Jackson, Mich. | 2.0 | 226 |
| Niagara Falls | 2.0 | 226 |
| Appleton - Oshkosh - Neenah | 1.8 | 230 |
| Dothan | 1.8 | 230 |
| Lawrence, Kans. | 1.8 | 230 |
| Sherman - Denison | 1.8 | 230 |
| Sioux City | 1.8 | 230 |
| Alexandria, La. | 1.7 | 235 |
| Athens | 1.7 | 235 |
| Hamilton - Middletown | 1.7 | 235 |
| Huntington - Ashland | 1.7 | 235 |
| Pascagoula | 1.7 | 235 |
| Springfield, Mo. | 1.7 | 235 |
| Fort Smith | 1.6 | 241 |
| St. Joseph | 1.6 | 241 |
| Texarkana | 1.6 | 241 |
| Kankakee | 1.5 | 244 |
| Lafayette - West Lafayette | 1.5 | 244 |
| Rapid City | 1.5 | 244 |
| Albany, Ga. | 1.4 | 247 |
| Cedar Rapids | 1.4 | 247 |
| Charleston, W.Va. | 1.4 | 247 |
| Great Falls | 1.4 | 247 |
| **Total Top 250** | 16,769.5 | |
| Monroe | 1.4 | 247 |
| Roanoke | 1.4 | 247 |
| Bloomington - Normal | 1.3 | 253 |
| Evansville | 1.3 | 253 |
| Hickory | 1.3 | 253 |
| Springfield, Ill. | 1.3 | 253 |
| Tuscaloosa | 1.3 | 253 |
| Anniston | 1.2 | 258 |
| Asheville | 1.2 | 258 |
| Beaver County, Pa. | 1.2 | 258 |
| Bloomington, Ind. | 1.2 | 258 |
| Columbia, Mo. | 1.2 | 258 |
| Glens Falls | 1.2 | 258 |
| Johnstown | 1.2 | 258 |
| Portland, Me. | 1.2 | 258 |
| Burlington, Vt. | 1.1 | 266 |
| Charlottesville | 1.1 | 266 |
| Fargo - Moorhead | 1.1 | 266 |
| Grand Forks | 1.1 | 266 |
| Green Bay | 1.1 | 266 |
| Kokomo | 1.1 | 266 |
| Lima | 1.1 | 266 |
| Mansfield | 1.1 | 266 |
| Sheboygan | 1.1 | 266 |
| Elmira | 1.0 | 275 |
| Fayetteville - Springdale | 1.0 | 275 |
| Florence, S.C. | 1.0 | 275 |
| Janesville - Beloit | 1.0 | 275 |
| Joplin | 1.0 | 275 |
| Lynchburg | 1.0 | 275 |
| Waterloo - Cedar Falls | 1.0 | 275 |
| Wheeling | 1.0 | 275 |
| Wilmington, N.C. | 1.0 | 275 |
| Anderson, S.C. | .9 | 284 |
| Duluth | .9 | 284 |
| Iowa City | .9 | 284 |
| Pittsfield | .9 | 284 |
| State College | .9 | 284 |
| Terre Haute | .9 | 284 |
| Anderson, Ind. | .8 | 290 |
| Danville, Va. | .8 | 290 |
| Decatur, Ill. | .8 | 290 |
| Enid | .8 | 290 |
| Florence, Ala. | .8 | 290 |
| Muncie | .8 | 290 |
| Steubenville - Weirton | .8 | 290 |
| Burlington, N.C. | .7 | 297 |
| Decatur, Ala. | .7 | 297 |
| Hagerstown | .7 | 297 |
| Parkersburg - Marietta | .7 | 297 |
| Pine Bluff | .7 | 297 |
| St. Cloud | .7 | 297 |
| Jackson, Tenn. | .6 | 303 |
| Rochester, Minn. | .6 | 303 |
| Sioux Falls | .6 | 303 |
| Dubuque | .5 | 306 |
| Eau Claire | .5 | 306 |
| Gadsden | .5 | 306 |
| Lewiston - Auburn | .5 | 306 |
| Owensboro | .5 | 306 |
| Altoona | .4 | 311 |
| Bangor | .4 | 311 |
| Bismarck | .4 | 311 |
| Cumberland | .4 | 311 |
| La Crosse | .4 | 311 |
| Sharon | .4 | 311 |
| Williamsport | .4 | 311 |
| Wausau | .3 | 318 |
| **Total Above Areas** | 16,829.9 | |
| **Percent of U.S.** | 88.9360 | |
| **U.S. Total** | 18,923.6 | |

# Population Under Age 6

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 774.5 | 1 |
| New York | 676.7 | 2 |
| Chicago | 546.8 | 3 |
| Philadelphia | 388.3 | 4 |
| Detroit | 387.1 | 5 |
| Houston | 334.4 | 6 |
| Washington | 284.3 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton | 261.5 | 8 |
| Atlanta | 239.6 | 9 |
| Dallas | 232.5 | 10 |
| St. Louis | 221.6 | 11 |
| Riverside - San Bernardino | 215.2 | 12 |
| Minneapolis - St. Paul | 210.2 | 13 |
| Nassau - Suffolk | 201.6 | 14 |
| San Diego | 196.1 | 15 |
| Anaheim - Santa Ana | 183.2 | 16 |
| Phoenix | 182.5 | 17 |
| Baltimore | 182.0 | 18 |
| Salt Lake City - Ogden | 158.9 | 19 |
| Oakland | 158.2 | 20 |
| Denver | 151.0 | 21 |
| Cleveland | 150.7 | 22 |
| Pittsburgh | 150.4 | 23 |
| Newark | 148.9 | 24 |
| Seattle | 142.8 | 25 |
| Kansas City | 140.2 | 26 |
| New Orleans | 135.6 | 27 |
| Cincinnati | 133.1 | 28 |
| San Antonio | 131.8 | 29 |
| Miami - Hialeah | 129.3 | 30 |
| Tampa - St. Petersburg - Clearwater | 126.6 | 31 |
| Milwaukee* | 123.7 | 32 |
| Norfolk - Virginia Beach - Newport News | 122.8 | 33 |
| San Jose | 120.1 | 34 |
| Columbus, Ohio | 117.9 | 35 |
| Sacramento | 116.9 | 36 |
| Fort Worth - Arlington | 116.7 | 37 |
| Indianapolis | 113.2 | 38 |
| Portland, Ore. | 103.3 | 39 |
| San Francisco | 98.9 | 40 |
| Oklahoma City | 95.1 | 41 |
| Memphis | 95.0 | 42 |
| Charlotte - Gastonia - Rock Hill | 91.1 | 43 |
| Bergen - Passaic | 90.0 | 44 |
| Louisville | 88.3 | 45 |
| Birmingham | 84.7 | 46 |
| Nashville | 82.9 | 47 |
| Dayton - Springfield | 81.7 | 48 |
| Rochester, N.Y. | 81.1 | 49 |
| Jacksonville, Fla. | 80.9 | 50 |
| **Total Top 50** | **9,479.9** | |
| Honolulu | 80.4 | 51 |
| Hartford - New Britain - Middletown - Bristol | 79.5 | 52 |
| Monmouth - Ocean | 77.1 | 53 |
| Orlando | 77.0 | 54 |
| Buffalo | 73.1 | 55 |
| Tulsa | 71.5 | 56 |
| Greensboro - Winston-Salem - High Point | 71.3 | 57 |
| Fort Lauderdale - Hollywood - Pompano Beach | 71.1 | 58 |
| Middlesex - Somerset - Hunterdon | 69.3 | 59 |
| Austin | 67.8 | 60 |
| Richmond - Petersburg | 67.2 | 61 |
| El Paso | 67.1 | 62 |
| Providence - Pawtucket - Woonsocket | 66.2 | 63 |
| Gary - Hammond | 66.1 | 64 |
| Albany - Schenectady - Troy | 65.8 | 65 |
| Grand Rapids | 65.5 | 66 |
| Oxnard - Ventura | 63.1 | 67 |
| Fresno | 61.6 | 68 |
| Omaha | 61.4 | 69 |
| Bridgeport - Stamford - Norwalk - Danbury | 59.5 | 70 |
| Baton Rouge | 59.3 | 71 |
| New Haven - Waterbury - Meriden | 58.0 | 72 |
| Toledo | 57.2 | 73 |
| Tucson | 56.3 | 74 |
| Bakersfield | 56.1 | 75 |
| Syracuse | 55.6 | 76 |
| Akron | 54.9 | 77 |
| Las Vegas | 53.8 | 78 |
| Tacoma | 53.4 | 79 |
| Worcester - Fitchburg - Leominster | 53.4 | 79 |
| Scranton - Wilkes-Barre | 52.8 | 81 |
| Greenville - Spartanburg | 52.3 | 82 |
| Little Rock - North Little Rock | 51.0 | 83 |
| Raleigh - Durham | 50.8 | 84 |
| West Palm Beach - Boca Raton - Delray Beach | 50.8 | 84 |
| Charleston, S.C. | 49.9 | 86 |
| Allentown - Bethlehem | 49.4 | 87 |
| Mobile | 49.4 | 87 |
| McAllen - Edinburg - Mission | 48.8 | 89 |
| Knoxville | 47.3 | 90 |
| Wilmington, Del. | 46.9 | 91 |
| Albuquerque | 45.9 | 92 |
| Harrisburg - Lebanon - Carlisle | 45.8 | 93 |
| Lake County, Ill. | 45.6 | 94 |
| Provo - Orem | 45.6 | 94 |
| Jersey City | 45.5 | 96 |
| Wichita | 44.1 | 97 |
| Youngstown - Warren | 43.9 | 98 |
| Stockton | 43.8 | 99 |
| Springfield, Mass. | 43.7 | 100 |
| **Total Top 100** | **12,372.8** | |
| Flint | 43.6 | 101 |
| Corpus Christi | 42.3 | 102 |
| Jackson, Miss. | 41.9 | 103 |
| Joliet | 41.8 | 104 |
| New Bedford - Fall River - Attleboro | 40.6 | 105 |
| Saginaw - Bay City - Midland | 40.0 | 106 |
| Lansing - East Lansing | 39.7 | 107 |
| Columbia, S.C. | 39.3 | 108 |
| Augusta | 39.0 | 109 |
| Vallejo - Fairfield - Napa | 39.0 | 109 |
| Chattanooga | 38.5 | 111 |
| Shreveport | 38.1 | 112 |
| Beaumont - Port Arthur | 38.0 | 113 |
| Colorado Springs | 37.5 | 114 |
| Aurora - Elgin | 37.4 | 115 |
| Davenport - Rock Island - Moline | 36.8 | 116 |
| Fort Wayne | 36.2 | 117 |
| Lancaster | 36.1 | 118 |
| Salinas - Seaside - Monterey | 35.7 | 119 |
| Canton | 35.6 | 120 |
| Johnson City - Kingsport - Bristol | 35.6 | 120 |
| Peoria | 35.1 | 122 |
| Des Moines | 35.0 | 123 |
| Brownsville - Harlingen | 33.7 | 124 |
| Visalia - Tulare - Porterville | 33.5 | 125 |
| Spokane | 33.3 | 126 |
| Modesto | 33.2 | 127 |
| York | 32.4 | 128 |
| Pensacola | 32.2 | 129 |
| Lakeland - Winter Haven | 31.8 | 130 |
| Huntington - Ashland | 30.5 | 131 |
| Lexington-Fayette | 30.3 | 132 |
| Fayetteville, N.C. | 30.1 | 133 |
| Santa Rosa - Petaluma | 29.5 | 134 |
| Appleton - Oshkosh - Neenah | 29.4 | 135 |
| Montgomery | 29.3 | 136 |
| Killeen - Temple | 28.6 | 137 |
| Manchester - Nashua | 27.8 | 138 |
| Portsmouth - Dover - Rochester | 27.8 | 138 |
| Lorain - Elyria | 27.6 | 140 |
| Macon - Warner Robins | 27.5 | 141 |
| Madison | 26.9 | 142 |
| Santa Barbara - Santa Maria - Lompoc | 26.3 | 143 |
| Anchorage | 26.2 | 144 |
| Utica - Rome | 26.2 | 144 |
| Orange County, N.Y. | 26.1 | 146 |
| Rockford | 26.0 | 147 |
| Erie | 25.8 | 148 |
| Evansville | 25.6 | 149 |
| Hamilton - Middletown | 25.5 | 150 |
| **Total Top 150** | **14,038.7** | |
| Salem, Ore. | 25.4 | 151 |
| Melbourne - Titusville - Palm Bay | 25.3 | 152 |
| Columbus, Ga. | 24.9 | 153 |
| Reading | 24.2 | 154 |
| Savannah | 24.2 | 154 |
| Eugene - Springfield | 24.0 | 156 |
| Charleston, W.Va. | 23.8 | 157 |
| Trenton | 23.6 | 158 |
| Lafayette, La. | 23.5 | 159 |
| Lubbock | 22.9 | 160 |
| Atlantic City | 22.7 | 161 |
| Vancouver | 22.5 | 162 |
| Brazoria | 22.3 | 163 |
| Duluth | 22.0 | 164 |
| Houma - Thibodaux | 21.9 | 165 |
| Johnstown | 21.9 | 165 |
| Ann Arbor | 21.8 | 167 |
| Boise | 21.8 | 167 |
| Galveston - Texas City | 21.5 | 169 |
| South Bend - Mishawaka | 21.0 | 170 |
| Biloxi - Gulfport | 20.9 | 171 |
| Binghamton | 20.9 | 171 |
| New London - Norwich | 20.6 | 173 |
| Amarillo | 20.5 | 174 |
| Daytona Beach | 20.4 | 175 |
| Huntsville | 20.4 | 175 |
| Merced | 20.2 | 177 |
| Tallahassee | 20.0 | 178 |
| Poughkeepsie | 19.9 | 179 |
| Springfield, Mo. | 19.8 | 180 |
| Fort Myers - Cape Coral | 19.4 | 181 |
| St. Cloud | 19.4 | 181 |
| Yakima | 19.2 | 183 |
| Hickory | 18.8 | 184 |
| Kalamazoo | 18.7 | 185 |
| Green Bay | 18.4 | 186 |
| Lake Charles | 18.2 | 187 |
| Niagara Falls | 18.2 | 187 |
| Santa Cruz | 18.2 | 187 |
| Portland, Me. | 18.1 | 190 |
| Lincoln | 17.8 | 191 |
| Reno | 17.6 | 192 |
| Fort Smith | 17.5 | 193 |
| Springfield, Ill. | 17.4 | 194 |
| Waco | 17.3 | 195 |
| Clarksville - Hopkinsville | 17.1 | 196 |
| Longview - Marshall | 17.0 | 197 |
| Racine | 16.9 | 198 |
| Boulder - Longmont | 16.8 | 199 |
| Roanoke | 16.7 | 200 |
| **Total Top 200** | **15,062.2** | |
| Gainesville | 16.6 | 201 |
| Bremerton | 16.5 | 202 |
| Fort Pierce | 16.5 | 202 |
| Richland - Kennewick - Pasco | 16.3 | 204 |
| Laredo | 16.0 | 205 |
| Fort Collins - Loveland | 15.9 | 206 |
| Lima | 15.9 | 206 |
| Benton Harbor | 15.8 | 208 |
| Monroe | 15.7 | 209 |
| Muskegon | 15.6 | 210 |
| Cedar Rapids | 15.5 | 211 |
| Beaver County, Pa. | 15.4 | 212 |
| Odessa | 15.[illegible] | 213 |
| Elkhart - Goshen | 15.0 | 214 |
| Tyler | 14.8 | 215 |
| Alexandria, La. | 14.6 | 216 |
| Topeka | 14.6 | 216 |
| Waterloo - Cedar Falls | 14.5 | 218 |
| Jacksonville, N.C. | 14.4 | 219 |
| Parkersburg - Marietta | 14.4 | 219 |
| Pascagoula | 14.4 | 219 |
| Wheeling | 14.4 | 219 |
| Olympia | 14.3 | 223 |
| Fort Walton Beach | 14.1 | 224 |
| Greeley | 14.0 | 225 |
| Fargo - Moorhead | 13.9 | 226 |
| Champaign - Urbana - Rantoul | 13.7 | 227 |
| Dothan | 13.7 | 227 |
| Las Cruces | 13.7 | 227 |
| Chico | 13.4 | 230 |
| Ocala | 13.4 | 230 |
| Albany, Ga. | 13.3 | 232 |
| Jackson, Mich. | 13.2 | 233 |
| Janesville - Beloit | 13.2 | 233 |
| Lawton | 13.2 | 233 |
| Anderson, S.C. | 13.1 | 236 |
| Tuscaloosa | 13.1 | 236 |
| Abilene | 12.8 | 238 |
| Asheville | 12.8 | 238 |
| Steubenville - Weirton | 12.7 | 240 |
| Florence, S.C. | 12.6 | 241 |
| Midland, Tex. | 12.6 | 241 |
| Battle Creek | 12.5 | 243 |
| Medford | 12.5 | 243 |
| Athens | 12.4 | 245 |
| Eau Claire | 12.4 | 245 |
| Vineland - Millville - Bridgeton | 12.4 | 245 |
| Billings | 12.3 | 248 |
| Redding | 12.3 | 248 |
| Sioux Falls | 12.3 | 248 |
| **Total Top 250** | **15,766.2** | |
| Decatur, Ill. | 12.1 | 251 |
| Sioux City | 12.1 | 251 |
| Mansfield | 12.0 | 253 |
| Pueblo | 12.0 | 253 |
| Texarkana | 12.0 | 253 |
| Wichita Falls | 12.0 | 253 |
| Anderson, Ind. | 11.9 | 257 |
| Florence, Ala. | 11.9 | 257 |
| Lynchburg | 11.9 | 257 |
| Yuba City | 11.9 | 257 |
| Panama City | 11.8 | 261 |
| Sarasota | 11.8 | 261 |
| Bangor | 11.7 | 263 |
| Joplin | 11.7 | 263 |
| Bradenton | 11.5 | 265 |
| Wausau | 11.4 | 266 |
| Altoona | 11.3 | 267 |
| Anniston | 11.3 | 267 |
| Terre Haute | 11.0 | 269 |
| Bryan - College Station | 10.8 | 270 |
| Burlington, Vt. | 10.7 | 271 |
| Kenosha | 10.7 | 271 |
| Bloomington - Normal | 10.6 | 273 |
| Bellingham | 10.4 | 274 |
| Kankakee | 10.3 | 275 |
| Pittsfield | 10.2 | 276 |
| Santa Fe | 10.1 | 277 |
| Williamsport | 10.0 | 278 |
| Bismarck | 9.9 | 279 |
| Glens Falls | 9.9 | 279 |
| Kokomo | 9.8 | 281 |
| Muncie | 9.8 | 281 |
| Sharon | 9.8 | 281 |
| Sheboygan | 9.6 | 284 |
| Lafayette - West Lafayette | 9.5 | 285 |
| Wilmington, N.C. | 9.5 | 285 |
| Rochester, Minn. | 9.4 | 287 |
| Decatur, Ala. | 9.3 | 288 |
| Gadsden | 9.3 | 288 |
| Charlottesville | 9.2 | 290 |
| Fayetteville - Springdale | 9.2 | 290 |
| Pine Bluff | 9.1 | 292 |
| San Angelo | 9.1 | 292 |
| Lewiston - Auburn | 9.0 | 294 |
| Naples | 9.0 | 294 |
| Dubuque | 8.9 | 296 |
| Danville, Va. | 8.8 | 297 |
| Victoria | 8.7 | 298 |
| Rapid City | 8.6 | 299 |
| Columbia, Mo. | 8.5 | 300 |
| Owensboro | 8.5 | 300 |
| Hagerstown | 8.3 | 302 |
| Sherman - Denison | 8.2 | 303 |
| Elmira | 8.0 | 304 |
| Casper | 7.9 | 305 |
| Cumberland | 7.9 | 305 |
| Great Falls | 7.9 | 305 |
| La Crosse | 7.9 | 305 |
| St. Joseph | 7.8 | 309 |
| Grand Forks | 7.7 | 310 |
| State College | 7.6 | 311 |
| Cheyenne | 7.4 | 312 |
| Jackson, Tenn. | 7.3 | 313 |
| Bloomington, Ind. | 7.1 | 314 |
| Burlington, N.C. | 7.1 | 314 |
| Iowa City | 6.6 | 316 |
| Enid | 6.4 | 317 |
| Lawrence, Kans. | 5.5 | 318 |
| **Total Above Areas** | **16,422.3** | |
| **Percent of U.S.** | **75.2509** | |
| **U.S. Total** | **21,823.4** | |

# Population Age 6 to 17

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 1,338.2 | 1 |
| New York | 1,261.9 | 2 |
| Chicago | 1,030.4 | 3 |
| Philadelphia | 804.9 | 4 |
| Detroit | 790.4 | 5 |
| Washington | 605.9 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton | 595.2 | 7 |
| Houston | 570.1 | 8 |
| Nassau - Suffolk | 483.8 | 9 |
| Atlanta | 474.8 | 10 |
| St. Louis | 422.3 | 11 |
| Dallas | 421.7 | 12 |
| Minneapolis - St. Paul | 396.3 | 13 |
| Baltimore | 388.0 | 14 |
| Anaheim - Santa Ana | 364.2 | 15 |
| Riverside - San Bernardino | 362.4 | 16 |
| San Diego | 343.7 | 17 |
| Phoenix | 325.4 | 18 |
| Pittsburgh | 323.7 | 19 |
| Newark | 322.4 | 20 |
| Oakland | 303.7 | 21 |
| Cleveland | 302.3 | 22 |
| Denver | 276.5 | 23 |
| Seattle | 272.7 | 24 |
| Tampa - St. Petersburg - Clearwater | 270.0 | 25 |
| Miami - Hialeah | 260.9 | 26 |
| Kansas City | 257.4 | 27 |
| Cincinnati | 246.8 | 28 |
| San Antonio | 239.3 | 29 |
| New Orleans | 238.4 | 30 |
| San Jose | 235.3 | 31 |
| Milwaukee | 235.0 | 32 |
| Norfolk - Virginia Beach - Newport News | 222.2 | 33 |
| Columbus, Ohio | 217.9 | 34 |
| Indianapolis | 217.3 | 35 |
| Fort Worth - Arlington | 213.9 | 36 |
| Sacramento | 211.0 | 37 |
| Bergen - Passaic | 201.3 | 38 |
| Salt Lake City - Ogden | 200.6 | 39 |
| San Francisco | 191.9 | 40 |
| Charlotte - Gastonia - Rock Hill | 189.6 | 41 |
| Hartford - New Britain - Middletown - Bristol | 178.8 | 42 |
| Portland, Ore. | 178.8 | 42 |
| Memphis | 175.3 | 44 |
| Rochester, N.Y. | 169.9 | 45 |
| Louisville | 165.5 | 46 |
| Monmouth - Ocean | 162.9 | 47 |
| Oklahoma City | 160.5 | 48 |
| Dayton - Springfield | 160.1 | 49 |
| Buffalo | 159.7 | 50 |
| **Total Top 50** | **18,141.2** | |
| Orlando | 159.4 | 51 |
| Middlesex - Somerset - Hunterdon | 159.3 | 52 |
| Nashville | 158.1 | 53 |
| Jacksonville, Fla. | 154.3 | 54 |
| Birmingham | 153.4 | 55 |
| Greensboro - Winston-Salem - High Point | 153.2 | 56 |
| Fort Lauderdale - Hollywood - Pompano Beach | 151.4 | 57 |
| Providence - Pawtucket - Woonsocket | 141.8 | 58 |
| Bridgeport - Stamford - Norwalk - Danbury | 141.2 | 59 |
| Albany - Schenectady - Troy | 139.3 | 60 |
| Richmond - Petersburg | 136.3 | 61 |
| Honolulu | 135.0 | 62 |
| New Haven - Waterbury - Meriden | 124.5 | 63 |
| Tulsa | 124.3 | 64 |
| El Paso | 118.3 | 65 |
| Gary - Hammond | 116.3 | 66 |
| Austin | 116.2 | 67 |
| Oxnard - Ventura | 116.0 | 68 |
| Grand Rapids | 115.1 | 69 |
| Syracuse | 112.6 | 70 |
| Worcester - Fitchburg - Leominster | 111.9 | 71 |
| Scranton - Wilkes-Barre | 111.1 | 72 |
| Omaha | 110.4 | 73 |
| Akron | 108.7 | 74 |
| Greenville - Spartanburg | 105.1 | 75 |
| Toledo | 104.1 | 76 |
| Allentown - Bethlehem | 103.0 | 77 |
| Fresno | 102.9 | 78 |
| Raleigh - Durham | 102.6 | 79 |
| West Palm Beach - Boca Raton - Delray Beach | 102.2 | 80 |
| Baton Rouge | 101.6 | 81 |
| Tucson | 100.4 | 82 |
| Las Vegas | 100.2 | 83 |
| Knoxville | 96.1 | 84 |
| Wilmington, Del. | 96.0 | 85 |
| Springfield, Mass. | 94.2 | 86 |
| Harrisburg - Lebanon - Carlisle | 94.1 | 87 |
| Charleston, S.C. | 89.8 | 88 |
| Bakersfield | 88.9 | 89 |
| Little Rock - North Little Rock | 88.5 | 90 |
| Tacoma | 88.5 | 90 |
| Lake County, Ill. | 87.8 | 92 |
| Mobile | 87.5 | 93 |
| Flint | 85.8 | 94 |
| Youngstown - Warren | 85.7 | 95 |
| McAllen - Edinburg - Mission | 85.2 | 96 |
| New Bedford - Fall River - Attleboro | 84.9 | 97 |
| Jersey City | 84.8 | 98 |
| Albuquerque | 82.9 | 99 |
| Saginaw - Bay City - Midland | 78.9 | 100 |
| **Total Top 100** | **23,731.0** | |
| Stockton | 77.0 | 101 |
| Columbia, S.C. | 75.7 | 102 |
| Johnson City - Kingsport - Bristol | 75.5 | 103 |
| Lansing - East Lansing | 73.7 | 104 |
| Joliet | 73.6 | 105 |
| Chattanooga | 73.5 | 106 |
| Jackson, Miss. | 73.4 | 107 |
| Corpus Christi | 72.1 | 108 |
| Augusta | 71.6 | 109 |
| Wichita | 70.2 | 110 |
| Canton | 69.5 | 111 |
| York | 67.9 | 112 |
| Vallejo - Fairfield - Napa | 67.8 | 113 |
| Beaumont - Port Arthur | 67.0 | 114 |
| Colorado Springs | 65.9 | 115 |
| Lancaster | 65.7 | 116 |
| Shreveport | 65.3 | 117 |
| Aurora - Elgin | 65.1 | 118 |
| Lakeland - Winter Haven | 64.4 | 119 |
| Fort Wayne | 64.2 | 120 |
| Davenport - Rock Island - Moline | 64.1 | 121 |
| Des Moines | 64.0 | 122 |
| Pensacola | 61.6 | 123 |
| Peoria | 60.3 | 124 |
| Melbourne - Titusville - Palm Bay | 59.3 | 125 |
| Spokane | 58.2 | 126 |
| Brownsville - Harlingen | 58.0 | 127 |
| Manchester - Nashua | 57.4 | 128 |
| Huntington - Ashland | 57.0 | 129 |
| Modesto | 56.6 | 130 |
| Portsmouth - Dover - Rochester | 56.4 | 131 |
| Visalia - Tulare - Porterville | 55.8 | 132 |
| Montgomery | 55.6 | 133 |
| Appleton - Oshkosh - Neenah | 55.2 | 134 |
| Utica - Rome | 55.2 | 134 |
| Salinas - Seaside - Monterey | 54.9 | 136 |
| Santa Rosa - Petaluma | 54.7 | 137 |
| Lexington-Fayette | 53.2 | 138 |
| Macon - Warner Robins | 52.8 | 139 |
| Lorain - Elyria | 52.2 | 140 |
| Orange County, N.Y. | 52.1 | 141 |
| Madison | 51.8 | 142 |
| Rockford | 51.1 | 143 |
| Trenton | 50.6 | 144 |
| Santa Barbara - Santa Maria - Lompoc | 50.2 | 145 |
| Reading | 50.1 | 146 |
| Erie | 49.0 | 147 |
| Atlantic City | 47.5 | 148 |
| Hamilton - Middletown | 47.0 | 149 |
| Fayetteville, N.C. | 46.6 | 150 |
| **Total Top 150** | **26,769.6** | |
| Evansville | 46.2 | 151 |
| Provo - Orem | 46.2 | 151 |
| Binghamton | 44.9 | 153 |
| Poughkeepsie | 44.8 | 154 |
| Columbus, Ga. | 44.6 | 155 |
| Daytona Beach | 43.2 | 156 |
| Huntsville | 43.1 | 157 |
| Salem, Ore. | 42.6 | 158 |
| Savannah | 42.2 | 159 |
| Johnstown | 41.9 | 160 |
| Charleston, W.Va. | 41.6 | 161 |
| Eugene - Springfield | 40.9 | 162 |
| Lafayette, La. | 40.9 | 162 |
| New London - Norwich | 40.8 | 164 |
| Anchorage | 40.3 | 165 |
| Vancouver | 39.5 | 166 |
| Duluth | 39.1 | 167 |
| South Bend - Mishawaka | 39.0 | 168 |
| Hickory | 38.9 | 169 |
| Fort Myers - Cape Coral | 38.7 | 170 |
| Ann Arbor | 38.6 | 171 |
| Houma - Thibodaux | 38.3 | 172 |
| Killeen - Temple | 38.3 | 172 |
| Galveston - Texas City | 38.1 | 174 |
| Portland, Me. | 37.6 | 175 |
| Biloxi - Gulfport | 37.4 | 176 |
| Niagara Falls | 37.0 | 177 |
| Brazoria | 36.5 | 178 |
| Lubbock | 36.5 | 178 |
| Roanoke | 36.2 | 180 |
| Tallahassee | 35.9 | 181 |
| Green Bay | 35.6 | 182 |
| Springfield, Mo. | 35.4 | 183 |
| Kalamazoo | 35.1 | 184 |
| Boise | 34.5 | 185 |
| St. Cloud | 34.2 | 186 |
| Reno | 33.7 | 187 |
| Yakima | 32.9 | 188 |
| Boulder - Longmont | 32.8 | 189 |
| Racine | 32.2 | 190 |
| Lake Charles | 32.1 | 191 |
| Fort Smith | 32.0 | 192 |
| Amarillo | 31.9 | 193 |
| Merced | 31.9 | 193 |
| Santa Cruz | 31.5 | 195 |
| Fort Pierce | 31.4 | 196 |
| Beaver County, Pa. | 31.2 | 197 |
| Springfield, Ill. | 31.1 | 198 |
| Benton Harbor | 30.8 | 199 |
| Waco | 29.3 | 200 |
| **Total Top 200** | **28,639.0** | |
| Gainesville | 29.1 | 201 |
| Lincoln | 29.1 | 201 |
| Longview - Marshall | 29.1 | 201 |
| Muskegon | 29.0 | 204 |
| Cedar Rapids | 28.9 | 205 |
| Ocala | 28.9 | 205 |
| Laredo | 28.4 | 207 |
| Bremerton | 28.3 | 208 |
| Lima | 28.1 | 209 |
| Wheeling | 27.9 | 210 |
| Fort Collins - Loveland | 27.6 | 211 |
| Sarasota | 27.6 | 211 |
| Asheville | 27.1 | 213 |
| Parkersburg - Marietta | 27.0 | 214 |
| Fort Walton Beach | 26.9 | 215 |
| Monroe | 26.8 | 216 |
| Elkhart - Goshen | 26.7 | 217 |
| Pascagoula | 26.6 | 218 |
| Tyler | 26.5 | 219 |
| Olympia | 26.2 | 220 |
| Clarksville - Hopkinsville | 25.8 | 221 |
| Topeka | 25.8 | 221 |
| Vineland - Millville - Bridgeton | 25.8 | 221 |
| Alexandria, La. | 25.6 | 224 |
| Jackson, Mich. | 25.6 | 224 |
| Richland - Kennewick - Pasco | 25.4 | 226 |
| Steubenville - Weirton | 25.3 | 227 |
| Anderson, S.C. | 25.1 | 228 |
| Janesville - Beloit | 25.0 | 229 |
| Florence, Ala. | 24.5 | 230 |
| Waterloo - Cedar Falls | 24.4 | 231 |
| Las Cruces | 24.2 | 232 |
| Lynchburg | 24.2 | 232 |
| Battle Creek | 23.9 | 234 |
| Albany, Ga. | 23.8 | 235 |
| Eau Claire | 23.8 | 235 |
| Dothan | 23.7 | 237 |
| Greeley | 23.7 | 237 |
| Chico | 23.6 | 239 |
| Tuscaloosa | 23.6 | 239 |
| Anderson, Ind. | 23.5 | 241 |
| Bangor | 23.5 | 241 |
| Odessa | 23.3 | 243 |
| Redding | 23.3 | 243 |
| Medford | 23.2 | 245 |
| Florence, S.C. | 22.9 | 246 |
| Pittsfield | 22.7 | 247 |
| Bradenton | 22.6 | 248 |
| Burlington, Vt. | 22.6 | 248 |
| Panama City | 22.5 | 250 |
| **Total Top 250** | **29,917.7** | |
| Athens | 22.4 | 251 |
| Mansfield | 22.4 | 251 |
| Pueblo | 22.3 | 253 |
| Champaign - Urbana - Rantoul | 22.2 | 254 |
| Joplin | 22.1 | 255 |
| Fargo - Moorhead | 22.0 | 256 |
| Altoona | 21.9 | 257 |
| Glens Falls | 21.7 | 258 |
| Decatur, Ill. | 21.3 | 259 |
| Kenosha | 21.3 | 259 |
| Texarkana | 21.3 | 259 |
| Anniston | 21.2 | 262 |
| Sioux Falls | 20.9 | 263 |
| Wausau | 20.7 | 264 |
| Sharon | 20.5 | 265 |
| Lawton | 20.3 | 266 |
| Yuba City | 20.3 | 266 |
| Billings | 20.1 | 268 |
| Terre Haute | 20.1 | 268 |
| Abilene | 19.9 | 270 |
| Muncie | 19.9 | 270 |
| Santa Fe | 19.9 | 270 |
| Wilmington, N.C. | 19.9 | 270 |
| Midland, Tex. | 19.7 | 274 |
| Wichita Falls | 19.5 | 275 |
| Sioux City | 19.4 | 276 |
| Williamsport | 19.4 | 276 |
| Kokomo | 19.0 | 278 |
| Jacksonville, N.C. | 18.8 | 279 |
| Danville, Va. | 18.6 | 280 |
| Kankakee | 18.6 | 280 |
| Hagerstown | 18.5 | 282 |
| Decatur, Ala. | 18.4 | 283 |
| Bellingham | 18.0 | 284 |
| Gadsden | 17.9 | 285 |
| Lewiston - Auburn | 17.7 | 286 |
| Bloomington - Normal | 17.6 | 287 |
| Dubuque | 17.6 | 287 |
| Naples | 17.6 | 287 |
| Sheboygan | 17.6 | 287 |
| Charlottesville | 17.5 | 291 |
| Burlington, N.C. | 17.1 | 292 |
| Rochester, Minn. | 17.0 | 293 |
| Cumberland | 16.7 | 294 |
| Lafayette - West Lafayette | 16.7 | 294 |
| Fayetteville - Springdale | 16.6 | 296 |
| Bryan - College Station | 16.4 | 297 |
| Pine Bluff | 16.4 | 297 |
| Bismarck | 16.0 | 299 |
| Elmira | 15.9 | 300 |
| Owensboro | 15.7 | 301 |
| State College | 15.6 | 302 |
| San Angelo | 15.4 | 303 |
| Sherman - Denison | 15.2 | 304 |
| La Crosse | 14.7 | 305 |
| Columbia, Mo. | 14.5 | 306 |
| Victoria | 14.3 | 307 |
| St. Joseph | 13.6 | 308 |
| Great Falls | 13.2 | 309 |
| Jackson, Tenn. | 13.1 | 310 |
| Rapid City | 13.0 | 311 |
| Bloomington, Ind. | 12.6 | 312 |
| Cheyenne | 12.4 | 313 |
| Casper | 11.7 | 314 |
| Grand Forks | 10.5 | 315 |
| Iowa City | 10.4 | 316 |
| Enid | 9.6 | 317 |
| Lawrence, Kans. | 8.6 | 318 |
| **Total Above Areas** | **31,116.6** | |
| **Percent of U.S.** | **75.8790** | |
| **U.S. Total** | **41,008.2** | |

# Population Age 35 to 49

| Area | (Thous.) | Rank |
|---|---|---|
| New York | 1,768.1 | 1 |
| Los Angeles-Long Beach | 1,748.8 | 2 |
| Chicago | 1,248.1 | 3 |
| Philadelphia | 981.6 | 4 |
| Detroit | 869.1 | 5 |
| Washington | 851.0 | 6 |
| Boston-Lawrence-Salem-Lowell-Brockton | 729.1 | 7 |
| Houston | 683.0 | 8 |
| Atlanta | 597.8 | 9 |
| Nassau-Suffolk | 596.1 | 10 |
| Dallas | 524.8 | 11 |
| Anaheim-Santa Ana | 496.6 | 12 |
| St. Louis | 491.7 | 13 |
| Baltimore | 491.1 | 14 |
| Minneapolis-St. Paul | 475.5 | 15 |
| San Diego | 436.8 | 16 |
| Oakland | 428.2 | 17 |
| Newark | 417.9 | 18 |
| Riverside-San Bernardino | 408.8 | 19 |
| Pittsburgh | 399.7 | 20 |
| Phoenix | 393.6 | 21 |
| Seattle | 382.2 | 22 |
| Miami-Hialeah | 381.8 | 23 |
| Cleveland | 364.7 | 24 |
| Denver | 350.9 | 25 |
| San Francisco | 349.2 | 26 |
| Tampa-St. Petersburg-Clearwater | 341.6 | 27 |
| San Jose | 323.9 | 28 |
| Kansas City | 319.7 | 29 |
| Bergen-Passaic | 278.3 | 30 |
| Sacramento | 276.9 | 31 |
| Cincinnati | 276.7 | 32 |
| Milwaukee | 271.2 | 33 |
| Fort Worth-Arlington | 266.9 | 34 |
| Norfolk-Virginia Beach-Newport News | 265.1 | 35 |
| Columbus, Ohio | 264.4 | 36 |
| New Orleans | 257.4 | 37 |
| Indianapolis | 249.7 | 38 |
| San Antonio | 243.8 | 39 |
| Portland, Ore. | 236.5 | 40 |
| Charlotte-Gastonia-Rock Hill | 235.6 | 41 |
| Hartford-New Britain-Middletown-Bristol | 227.4 | 42 |
| Middlesex-Somerset-Hunterdon | 214.7 | 43 |
| Fort Lauderdale-Hollywood-Pompano Beach | 214.6 | 44 |
| Nashville | 201.3 | 45 |
| Oklahoma City | 200.1 | 46 |
| Rochester, N.Y. | 197.7 | 47 |
| Greensboro-Winston-Salem-High Point | 197.4 | 48 |
| Dayton-Springfield | 191.4 | 49 |
| Orlando | 191.4 | 49 |
| **Total Top 50** | **22,783.7** | |
| Monmouth-Ocean | 194.1 | 51 |
| Louisville | 192.7 | 52 |
| Bridgeport-Stamford-Norwalk-Danbury | 188.9 | 53 |
| Salt Lake City-Ogden | 188.1 | 54 |
| Buffalo | 183.5 | 55 |
| Memphis | 183.1 | 56 |
| Birmingham | 180.3 | 57 |
| Jacksonville, Fla. | 178.6 | 58 |
| Richmond-Petersburg | 173.2 | 59 |
| Honolulu | 168.0 | 60 |
| Providence-Pawtucket-Woonsocket | 165.6 | 61 |
| Albany-Schenectady-Troy | 161.1 | 62 |
| Tulsa | 156.9 | 63 |
| New Haven-Waterbury-Meriden | 151.8 | 64 |
| Las Vegas | 139.5 | 65 |
| Austin | 138.3 | 66 |
| Oxnard-Ventura | 137.9 | 67 |
| West Palm Beach-Boca Raton-Delray Beach | 136.6 | 68 |
| Scranton-Wilkes-Barre | 135.0 | 69 |
| Raleigh-Durham | 134.8 | 70 |
| Allentown-Bethlehem | 131.7 | 71 |
| Greenville-Spartanburg | 129.7 | 72 |
| Akron | 126.2 | 73 |
| Worcester-Fitchburg-Leominster | 125.1 | 74 |
| Gary-Hammond | 124.6 | 75 |
| Knoxville | 124.3 | 76 |
| Grand Rapids | 123.5 | 77 |
| Syracuse | 123.3 | 78 |
| Omaha | 122.9 | 79 |
| Tucson | 118.1 | 80 |
| Harrisburg-Lebanon-Carlisle | 117.2 | 81 |
| Wilmington, Del. | 114.7 | 82 |
| Fresno | 113.1 | 83 |
| Toledo | 111.1 | 84 |
| Jersey City | 109.3 | 85 |
| El Paso | 107.8 | 86 |
| Lake County, Ill. | 106.4 | 87 |
| Tacoma | 106.4 | 87 |
| Springfield, Mass. | 106.1 | 89 |
| Baton Rouge | 104.3 | 90 |
| Little Rock-North Little Rock | 101.9 | 91 |
| Johnson City-Kingsport-Bristol | 98.4 | 92 |
| Albuquerque | 98.3 | 93 |
| Youngstown-Warren | 98.3 | 93 |
| Bakersfield | 98.0 | 95 |
| Charleston, S.C. | 95.6 | 96 |
| New Bedford-Fall River-Attleboro | 93.9 | 97 |
| Mobile | 91.0 | 98 |
| Flint | 90.7 | 99 |
| Chattanooga | 90.2 | 100 |
| **Total Top 100** | **29,378.5** | |
| Columbia, S.C. | 89.4 | 101 |
| Stockton | 86.9 | 102 |
| Wichita | 84.7 | 103 |
| Vallejo-Fairfield-Napa | 82.5 | 104 |
| York | 82.4 | 105 |
| Saginaw-Bay City-Midland | 81.5 | 106 |
| Lansing-East Lansing | 81.1 | 107 |
| Melbourne-Titusville-Palm Bay | 81.1 | 107 |
| Canton | 80.2 | 109 |
| Colorado Springs | 80.0 | 110 |
| Augusta | 79.9 | 111 |
| Joliet | 79.5 | 112 |
| Lancaster | 77.7 | 113 |
| Des Moines | 76.8 | 114 |
| Lakeland-Winter Haven | 76.2 | 115 |
| Jackson, Miss. | 73.8 | 116 |
| Beaumont-Port Arthur | 73.4 | 117 |
| Davenport-Rock Island-Moline | 72.6 | 118 |
| Aurora-Elgin | 72.5 | 119 |
| Pensacola | 72.5 | 119 |
| Santa Rosa-Petaluma | 71.2 | 121 |
| Shreveport | 70.2 | 122 |
| Corpus Christi | 69.5 | 123 |
| Fort Wayne | 69.3 | 124 |
| Peoria | 69.3 | 124 |
| Portsmouth-Dover-Rochester | 67.9 | 126 |
| Santa Barbara-Santa Maria-Lompoc | 67.6 | 127 |
| Huntington-Ashland | 67.5 | 128 |
| Spokane | 67.2 | 129 |
| Lexington-Fayette | 66.5 | 130 |
| Manchester-Nashua | 66.5 | 130 |
| Trenton | 66.5 | 130 |
| Madison | 64.5 | 133 |
| Reading | 64.5 | 133 |
| Modesto | 64.1 | 135 |
| Salinas-Seaside-Monterey | 63.1 | 136 |
| McAllen-Edinburg-Mission | 61.0 | 137 |
| Montgomery | 61.0 | 137 |
| Orange County, N.Y. | 59.7 | 139 |
| Utica-Rome | 59.5 | 140 |
| Macon-Warner Robins | 59.2 | 141 |
| Appleton-Oshkosh-Neenah | 58.8 | 142 |
| Poughkeepsie | 57.8 | 143 |
| Rockford | 57.6 | 144 |
| Visalia-Tulare-Porterville | 56.3 | 145 |
| Hamilton-Middletown | 55.9 | 146 |
| Huntsville | 55.5 | 147 |
| Evansville | 54.7 | 148 |
| Lorain-Elyria | 54.4 | 149 |
| Daytona Beach | 54.2 | 150 |
| **Total Top 150** | **32,846.3** | |
| Atlantic City | 53.9 | 151 |
| Anchorage | 53.7 | 152 |
| Charleston, W.Va. | 53.5 | 153 |
| Reno | 53.0 | 154 |
| Binghamton | 52.6 | 155 |
| Erie | 51.1 | 156 |
| Eugene-Springfield | 50.8 | 157 |
| Salem, Ore. | 50.3 | 158 |
| Ann Arbor | 49.9 | 159 |
| Hickory | 49.8 | 160 |
| Fayetteville, N.C. | 49.6 | 161 |
| New London-Norwich | 48.9 | 162 |
| Fort Myers-Cape Coral | 48.6 | 163 |
| Roanoke | 47.3 | 164 |
| Columbus, Ga. | 46.9 | 165 |
| Boulder-Longmont | 45.8 | 166 |
| Savannah | 45.1 | 167 |
| Galveston-Texas City | 44.6 | 168 |
| Johnstown | 44.6 | 168 |
| Vancouver | 44.6 | 168 |
| Brazoria | 44.5 | 171 |
| Brownsville-Harlingen | 44.4 | 172 |
| Springfield, Mo. | 44.4 | 172 |
| Portland, Me. | 44.3 | 174 |
| South Bend-Mishawaka | 43.1 | 175 |
| Duluth | 42.9 | 176 |
| Kalamazoo | 42.0 | 177 |
| Santa Cruz | 42.0 | 177 |
| Killeen-Temple | 41.7 | 179 |
| Lafayette, La. | 41.3 | 180 |
| Niagara Falls | 41.2 | 181 |
| Boise | 41.1 | 182 |
| Tallahassee | 40.5 | 183 |
| Lubbock | 39.9 | 184 |
| Amarillo | 39.2 | 185 |
| Biloxi-Gulfport | 39.1 | 186 |
| Sarasota | 38.6 | 187 |
| Beaver County, Pa. | 37.9 | 188 |
| Springfield, Ill. | 37.3 | 189 |
| Fort Pierce | 37.1 | 190 |
| Lincoln | 36.6 | 191 |
| Fort Smith | 36.4 | 192 |
| Houma-Thibodaux | 35.9 | 193 |
| Green Bay | 35.7 | 194 |
| Asheville | 35.4 | 195 |
| Bremerton | 34.9 | 196 |
| Fort Collins-Loveland | 34.9 | 196 |
| Fort Walton Beach | 34.9 | 196 |
| Racine | 34.9 | 196 |
| Yakima | 34.9 | 196 |
| **Total Top 200** | **35,007.7** | |
| Gainesville | 34.8 | 201 |
| Provo-Orem | 34.3 | 202 |
| Lake Charles | 34.1 | 203 |
| Cedar Rapids | 33.7 | 204 |
| Waco | 33.3 | 205 |
| Longview-Marshall | 32.9 | 206 |
| Ocala | 32.8 | 207 |
| Merced | 32.5 | 208 |
| Benton Harbor | 32.3 | 209 |
| Parkersburg-Marietta | 32.2 | 210 |
| Wheeling | 31.7 | 211 |
| Olympia | 31.4 | 212 |
| Topeka | 31.3 | 213 |
| St. Cloud | 31.1 | 214 |
| Anderson, S.C. | 31.0 | 215 |
| Lynchburg | 30.6 | 216 |
| Tyler | 30.3 | 217 |
| Elkhart-Goshen | 29.9 | 218 |
| Jackson, Mich. | 29.6 | 219 |
| Muskegon | 29.5 | 220 |
| Steubenville-Weirton | 29.4 | 221 |
| Redding | 29.2 | 222 |
| Florence, Ala. | 29.1 | 223 |
| Lima | 28.9 | 224 |
| Richland-Kennewick-Pasco | 28.9 | 224 |
| Chico | 28.8 | 226 |
| Clarksville-Hopkinsville | 28.8 | 226 |
| Medford | 28.6 | 228 |
| Bradenton | 27.9 | 229 |
| Pascagoula | 27.9 | 229 |
| Janesville-Beloit | 27.7 | 231 |
| Champaign-Urbana-Rantoul | 27.5 | 232 |
| Vineland-Millville-Bridgeton | 27.4 | 233 |
| Battle Creek | 27.3 | 234 |
| Alexandria, La. | 27.1 | 235 |
| Panama City | 27.1 | 235 |
| Athens | 26.8 | 237 |
| Anderson, Ind. | 26.7 | 238 |
| Mansfield | 26.7 | 238 |
| Waterloo-Cedar Falls | 26.7 | 238 |
| Monroe | 26.6 | 241 |
| Bangor | 26.5 | 242 |
| Greeley | 26.5 | 242 |
| Pittsfield | 26.5 | 242 |
| Tuscaloosa | 26.5 | 242 |
| Burlington, Vt. | 26.4 | 246 |
| Odessa | 26.3 | 247 |
| Joplin | 26.2 | 248 |
| Dothan | 26.1 | 249 |
| Fargo-Moorhead | 25.4 | 250 |
| **Total Top 250** | **36,468.5** | |
| Santa Fe | 25.0 | 251 |
| Altoona | 24.7 | 252 |
| Decatur, Ill. | 24.7 | 252 |
| Wichita Falls | 24.5 | 254 |
| Florence, S.C. | 24.2 | 255 |
| Billings | 24.0 | 256 |
| Pueblo | 24.0 | 256 |
| Kenosha | 23.9 | 258 |
| Eau Claire | 23.8 | 259 |
| Yuba City | 23.8 | 259 |
| Wilmington, N.C. | 23.7 | 261 |
| Anniston | 23.6 | 262 |
| Abilene | 23.5 | 263 |
| Midland, Tex. | 23.5 | 263 |
| Las Cruces | 23.4 | 265 |
| Sharon | 23.4 | 265 |
| Charlottesville | 23.3 | 267 |
| Hagerstown | 23.3 | 267 |
| Muncie | 23.2 | 269 |
| Terre Haute | 23.1 | 270 |
| Sioux Falls | 23.0 | 271 |
| Naples | 22.7 | 272 |
| Albany, Ga. | 22.6 | 273 |
| Texarkana | 22.6 | 273 |
| Williamsport | 22.4 | 275 |
| Glens Falls | 22.3 | 276 |
| Kokomo | 22.3 | 276 |
| Danville, Va. | 22.1 | 278 |
| Burlington, N.C. | 21.9 | 279 |
| Decatur, Ala. | 21.7 | 280 |
| Wausau | 21.7 | 280 |
| Bloomington-Normal | 21.4 | 282 |
| Lawton | 21.0 | 283 |
| Rochester, Minn. | 20.9 | 284 |
| Bellingham | 20.8 | 285 |
| Fayetteville-Springdale | 20.5 | 286 |
| Laredo | 20.5 | 286 |
| Sioux City | 20.3 | 288 |
| Cumberland | 20.2 | 289 |
| Gadsden | 20.1 | 290 |
| Jacksonville, N.C. | 20.0 | 291 |
| Lafayette-West Lafayette | 19.8 | 292 |
| State College | 19.6 | 293 |
| Kankakee | 19.3 | 294 |
| Sheboygan | 19.1 | 295 |
| Sherman-Denison | 19.0 | 296 |
| Lewiston-Auburn | 18.9 | 297 |
| Columbia, Mo. | 18.2 | 298 |
| Bryan-College Station | 18.1 | 299 |
| San Angelo | 18.0 | 300 |
| Owensboro | 17.3 | 301 |
| Elmira | 17.2 | 302 |
| Bismarck | 17.1 | 303 |
| Bloomington, Ind. | 16.5 | 304 |
| Great Falls | 16.4 | 305 |
| La Crosse | 16.2 | 306 |
| Dubuque | 16.1 | 307 |
| Pine Bluff | 15.8 | 308 |
| St. Joseph | 15.3 | 309 |
| Victoria | 15.0 | 310 |
| Cheyenne | 14.7 | 311 |
| Rapid City | 14.3 | 312 |
| Jackson, Tenn. | 14.2 | 313 |
| Casper | 13.9 | 314 |
| Iowa City | 13.5 | 315 |
| Enid | 12.0 | 316 |
| Lawrence, Kans. | 11.1 | 317 |
| Grand Forks | 10.9 | 318 |
| **Total Above Areas** | **37,833.6** | |
| **Percent of U.S.** | **77.9785** | |
| **U.S. Total** | **48,518.0** | |

# Single-Person Households

| Area | (Thous.) | Rank |
|---|---|---|
| New York | 1,077.9 | 1 |
| Los Angeles - Long Beach | 829.3 | 2 |
| Chicago | 584.6 | 3 |
| Philadelphia | 445.2 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton | 375.9 | 5 |
| Detroit | 374.7 | 6 |
| Washington | 348.5 | 7 |
| Houston | 279.2 | 8 |
| Minneapolis - St. Paul | 232.0 | 9 |
| Pittsburgh | 228.6 | 10 |
| Tampa - St. Petersburg - Clearwater | 228.0 | 11 |
| San Francisco | 227.0 | 12 |
| Atlanta | 224.5 | 13 |
| Dallas | 219.8 | 14 |
| St. Louis | 212.6 | 15 |
| Seattle | 204.4 | 16 |
| Oakland | 202.5 | 17 |
| San Diego | 198.0 | 18 |
| Phoenix | 196.8 | 19 |
| Denver | 194.8 | 20 |
| Baltimore | 193.3 | 21 |
| Cleveland | 191.9 | 22 |
| Miami - Hialeah | 181.5 | 23 |
| Anaheim - Santa Ana | 172.6 | 24 |
| Riverside - San Bernardino | 158.7 | 25 |
| Newark | 155.6 | 26 |
| Kansas City | 142.7 | 27 |
| Fort Lauderdale - Hollywood - Pompano Beach | 142.1 | 28 |
| Milwaukee | 139.8 | 29 |
| Cincinnati | 139.2 | 30 |
| Columbus, Ohio | 137.5 | 31 |
| Sacramento | 136.8 | 32 |
| Nassau - Suffolk | 129.5 | 33 |
| New Orleans | 124.9 | 34 |
| Portland, Ore. | 122.0 | 35 |
| San Jose | 114.4 | 36 |
| Bergen - Passaic | 110.4 | 37 |
| Indianapolis | 104.4 | 38 |
| Norfolk - Virginia Beach - Newport News | 97.6 | 39 |
| Fort Worth - Arlington | 97.0 | 40 |
| Hartford - New Britain - Middletown - Bristol | 97.0 | 40 |
| Charlotte - Gastonia - Rock Hill | 93.7 | 42 |
| Dayton - Springfield | 93.2 | 43 |
| Oklahoma City | 93.0 | 44 |
| West Palm Beach - Boca Raton - Delray Beach | 92.9 | 45 |
| Monmouth - Ocean | 91.2 | 46 |
| Rochester, N.Y. | 90.1 | 47 |
| Buffalo | 88.2 | 48 |
| San Antonio | 87.3 | 49 |
| Orlando | 86.4 | 50 |
| **Total Top 50** | **10,588.1** | |
| Greensboro - Winston-Salem - High Point | 85.8 | 51 |
| Nashville | 85.5 | 52 |
| Jacksonville, Fla. | 85.4 | 53 |
| Louisville | 84.1 | 54 |
| Birmingham | 84.0 | 55 |
| Providence - Pawtucket - Woonsocket | 82.6 | 56 |
| Albany - Schenectady - Troy | 82.2 | 57 |
| Memphis | 77.7 | 58 |
| Austin | 74.5 | 59 |
| Scranton - Wilkes-Barre | 73.9 | 60 |
| Las Vegas | 72.6 | 61 |
| Middlesex - Somerset - Hunterdon | 71.6 | 62 |
| New Haven - Waterbury - Meriden | 70.1 | 63 |
| Tulsa | 70.0 | 64 |
| Tucson | 69.4 | 65 |
| Raleigh - Durham | 69.3 | 66 |
| Richmond - Petersburg | 67.2 | 67 |
| Bridgeport - Stamford - Norwalk - Danbury | 63.3 | 68 |
| Allentown - Bethlehem | 63.2 | 69 |
| Salt Lake City - Ogden | 62.3 | 70 |
| Toledo | 60.7 | 71 |
| Akron | 60.2 | 72 |
| Jersey City | 59.3 | 73 |
| Worcester - Fitchburg - Leominster | 58.9 | 74 |
| Knoxville | 58.6 | 75 |
| Harrisburg - Lebanon - Carlisle | 58.4 | 76 |
| Omaha | 58.2 | 77 |
| Greenville - Spartanburg | 56.8 | 78 |
| Syracuse | 55.5 | 79 |
| Springfield, Mass. | 55.1 | 80 |
| Tacoma | 54.8 | 81 |
| Grand Rapids | 53.4 | 82 |
| Albuquerque | 50.8 | 83 |
| Des Moines | 45.1 | 84 |
| Youngstown - Warren | 45.0 | 85 |
| Fresno | 44.4 | 86 |
| Honolulu | 44.3 | 87 |
| Wichita | 42.8 | 88 |
| Wilmington, Del. | 42.7 | 89 |
| Columbia, S.C. | 42.0 | 90 |
| Gary - Hammond | 41.7 | 91 |
| Madison | 41.5 | 92 |
| Little Rock - North Little Rock | 40.7 | 93 |
| New Bedford - Fall River - Attleboro | 40.6 | 94 |
| Baton Rouge | 40.2 | 95 |
| Mobile | 39.9 | 96 |
| Daytona Beach | 39.3 | 97 |
| Spokane | 39.0 | 98 |
| Chattanooga | 38.7 | 99 |
| Johnson City - Kingsport - Bristol | 37.5 | 100 |
| **Total Top 100** | **13,528.9** | |
| Bakersfield | 37.3 | 101 |
| Melbourne - Titusville - Palm Bay | 37.2 | 102 |
| Charleston, S.C. | 36.6 | 103 |
| Davenport - Rock Island - Moline | 36.6 | 103 |
| Stockton | 36.3 | 105 |
| Flint | 36.2 | 106 |
| Colorado Springs | 35.7 | 107 |
| Santa Rosa - Petaluma | 35.5 | 108 |
| Lansing - East Lansing | 34.7 | 109 |
| Oxnard - Ventura | 34.7 | 109 |
| York | 34.0 | 111 |
| Atlantic City | 33.4 | 112 |
| Lexington-Fayette | 32.9 | 113 |
| Shreveport | 32.6 | 114 |
| Reading | 32.5 | 115 |
| Lakeland - Winter Haven | 32.3 | 116 |
| Peoria | 31.9 | 117 |
| Vallejo - Fairfield - Napa | 31.9 | 117 |
| Canton | 31.6 | 119 |
| Santa Barbara - Santa Maria - Lompoc | 31.6 | 119 |
| Reno | 31.3 | 121 |
| Augusta | 31.1 | 122 |
| Lake County, Ill. | 30.9 | 123 |
| Fort Myers - Cape Coral | 30.6 | 124 |
| Lancaster | 30.6 | 124 |
| Sarasota | 30.5 | 126 |
| Saginaw - Bay City - Midland | 30.3 | 127 |
| Jackson, Miss. | 30.1 | 128 |
| Huntington - Ashland | 28.5 | 129 |
| Fort Wayne | 28.3 | 130 |
| Manchester - Nashua | 28.3 | 130 |
| Appleton - Oshkosh - Neenah | 28.1 | 132 |
| Trenton | 28.1 | 132 |
| Pensacola | 28.0 | 134 |
| El Paso | 27.9 | 135 |
| Beaumont - Port Arthur | 27.7 | 136 |
| Charleston, W.Va. | 27.7 | 136 |
| Portsmouth - Dover - Rochester | 27.6 | 138 |
| Utica - Rome | 27.3 | 139 |
| Eugene - Springfield | 27.1 | 140 |
| Aurora - Elgin | 26.4 | 141 |
| Evansville | 26.3 | 142 |
| Ann Arbor | 26.1 | 143 |
| Montgomery | 25.5 | 144 |
| Rockford | 25.3 | 145 |
| Erie | 24.8 | 146 |
| Duluth | 24.5 | 147 |
| Modesto | 24.3 | 148 |
| Portland, Me. | 24.2 | 149 |
| Binghamton | 23.7 | 150 |
| **Total Top 150** | **15,045.5** | |
| Salinas - Seaside - Monterey | 23.3 | 151 |
| Springfield, Ill. | 23.3 | 151 |
| Lincoln | 23.2 | 153 |
| Boulder - Longmont | 22.8 | 154 |
| Corpus Christi | 22.5 | 155 |
| Salem, Ore. | 22.4 | 156 |
| Huntsville | 22.1 | 157 |
| Joliet | 22.1 | 158 |
| South Bend - Mishawaka | 21.8 | 159 |
| Fort Pierce | 21.6 | 160 |
| New London - Norwich | 21.6 | 160 |
| Macon - Warner Robins | 21.5 | 162 |
| Roanoke | 21.5 | 162 |
| Johnstown | 21.4 | 164 |
| Tallahassee | 21.4 | 164 |
| Hamilton - Middletown | 20.9 | 166 |
| Santa Cruz | 20.9 | 166 |
| Springfield, Mo. | 20.9 | 166 |
| Lorain - Elyria | 20.5 | 169 |
| Kalamazoo | 20.4 | 170 |
| Bradenton | 20.1 | 171 |
| Anchorage | 20.0 | 172 |
| Poughkeepsie | 19.7 | 173 |
| Gainesville | 19.6 | 174 |
| Savannah | 19.6 | 174 |
| Columbus, Ga. | 19.2 | 176 |
| Green Bay | 18.9 | 177 |
| Cedar Rapids | 18.8 | 178 |
| Asheville | 18.6 | 179 |
| Wheeling | 18.6 | 179 |
| Niagara Falls | 18.5 | 181 |
| Champaign - Urbana - Rantoul | 18.3 | 182 |
| Vancouver | 18.3 | 182 |
| Hickory | 18.1 | 184 |
| Orange County, N.Y. | 18.1 | 184 |
| Biloxi - Gulfport | 17.9 | 186 |
| Topeka | 17.8 | 187 |
| Amarillo | 17.6 | 188 |
| Lubbock | 17.6 | 188 |
| Chico | 17.5 | 190 |
| Visalia - Tulare - Porterville | 17.4 | 191 |
| Boise | 17.0 | 192 |
| Galveston - Texas City | 17.0 | 192 |
| Lafayette, La. | 16.7 | 194 |
| Waco | 16.1 | 195 |
| Fayetteville, N.C. | 15.7 | 196 |
| Fort Collins - Loveland | 15.6 | 197 |
| Ocala | 15.5 | 198 |
| Beaver County, Pa. | 15.2 | 199 |
| Pittsfield | 15.2 | 199 |
| **Total Top 200** | **16,016.0** | |
| Olympia | 15.0 | 201 |
| Fargo - Moorhead | 14.9 | 202 |
| Yakima | 14.8 | 203 |
| Bremerton | 14.7 | 204 |
| Racine | 14.7 | 204 |
| Sioux Falls | 14.7 | 204 |
| Fort Smith | 14.5 | 207 |
| Benton Harbor | 14.4 | 208 |
| Killeen - Temple | 14.2 | 209 |
| McAllen - Edinburg - Mission | 14.2 | 209 |
| Parkersburg - Marietta | 14.0 | 211 |
| Waterloo - Cedar Falls | 13.9 | 212 |
| Santa Fe | 13.8 | 213 |
| Pueblo | 13.6 | 214 |
| Steubenville - Weirton | 13.6 | 214 |
| Tuscaloosa | 13.5 | 216 |
| Longview - Marshall | 13.1 | 217 |
| Naples | 13.0 | 218 |
| Battle Creek | 12.9 | 219 |
| Lima | 12.8 | 220 |
| Billings | 12.7 | 221 |
| Decatur, Ill. | 12.6 | 222 |
| Anderson, S.C. | 12.5 | 223 |
| Athens | 12.5 | 223 |
| Charlottesville | 12.5 | 223 |
| Lake Charles | 12.5 | 223 |
| Muskegon | 12.5 | 223 |
| Janesville - Beloit | 12.4 | 228 |
| Terre Haute | 12.4 | 228 |
| Bloomington - Normal | 12.3 | 230 |
| Burlington, Vt. | 12.3 | 230 |
| Altoona | 12.2 | 232 |
| Florence, Ala. | 12.2 | 232 |
| Joplin | 12.2 | 232 |
| Eau Claire | 11.9 | 235 |
| Mansfield | 11.9 | 235 |
| Medford | 11.9 | 235 |
| Sioux City | 11.8 | 238 |
| Tyler | 11.8 | 238 |
| Fort Walton Beach | 11.7 | 240 |
| Brownsville - Harlingen | 11.6 | 241 |
| Panama City | 11.6 | 241 |
| Wilmington, N.C. | 11.6 | 241 |
| Monroe | 11.4 | 244 |
| Bellingham | 11.3 | 245 |
| Lynchburg | 11.3 | 245 |
| Redding | 11.3 | 245 |
| Greeley | 11.2 | 248 |
| Lafayette - West Lafayette | 11.2 | 248 |
| Anderson, Ind. | 11.1 | 250 |
| **Total Top 250** | **16,654.7** | |
| Jackson, Mich. | 11.1 | 250 |
| Alexandria, La. | 11.0 | 252 |
| Bryan - College Station | 11.0 | 252 |
| Iowa City | 11.0 | 252 |
| Bloomington, Ind. | 10.9 | 255 |
| Richland - Kennewick - Pasco | 10.9 | 255 |
| Anniston | 10.8 | 257 |
| Wichita Falls | 10.8 | 257 |
| Sharon | 10.7 | 259 |
| Elkhart - Goshen | 10.6 | 260 |
| Columbia, Mo. | 10.5 | 261 |
| Houma - Thibodaux | 10.5 | 261 |
| Kenosha | 10.5 | 261 |
| Brazoria | 10.4 | 264 |
| St. Cloud | 10.4 | 264 |
| Williamsport | 10.4 | 264 |
| Bangor | 10.3 | 267 |
| Dothan | 10.3 | 267 |
| Odessa | 10.2 | 269 |
| Abilene | 10.1 | 270 |
| Merced | 10.1 | 270 |
| Vineland - Millville - Bridgeton | 10.1 | 270 |
| Clarksville - Hopkinsville | 10.0 | 273 |
| Muncie | 9.9 | 274 |
| State College | 9.9 | 274 |
| Texarkana | 9.8 | 276 |
| Cumberland | 9.6 | 277 |
| Las Cruces | 9.6 | 277 |
| La Crosse | 9.4 | 279 |
| Lewiston - Auburn | 9.4 | 279 |
| Yuba City | 9.4 | 279 |
| Burlington, N.C. | 9.3 | 282 |
| Hagerstown | 9.1 | 283 |
| Kankakee | 9.1 | 283 |
| Rochester, Minn. | 9.1 | 283 |
| Fayetteville - Springdale | 9.0 | 286 |
| Wausau | 9.0 | 286 |
| Florence, S.C. | 8.9 | 288 |
| Gadsden | 8.9 | 288 |
| Sheboygan | 8.9 | 288 |
| Sherman - Denison | 8.9 | 288 |
| Glens Falls | 8.8 | 292 |
| Midland, Tex. | 8.8 | 292 |
| Kokomo | 8.7 | 294 |
| Decatur, Ala. | 8.5 | 295 |
| Great Falls | 8.5 | 295 |
| Danville, Va. | 8.4 | 297 |
| St. Joseph | 8.2 | 298 |
| San Angelo | 8.1 | 299 |
| Provo - Orem | 8.0 | 300 |
| Owensboro | 7.9 | 301 |
| Cheyenne | 7.8 | 302 |
| Elmira | 7.8 | 302 |
| Pascagoula | 7.8 | 302 |
| Rapid City | 7.6 | 305 |
| Dubuque | 7.5 | 306 |
| Lawton | 7.5 | 306 |
| Albany, Ga. | 7.3 | 308 |
| Bismarck | 7.3 | 308 |
| Jackson, Tenn. | 7.3 | 308 |
| Lawrence, Kans. | 7.0 | 311 |
| Jacksonville, N.C. | 6.9 | 312 |
| Pine Bluff | 6.5 | 313 |
| Casper | 6.4 | 314 |
| Enid | 6.1 | 315 |
| Grand Forks | 5.8 | 316 |
| Laredo | 4.8 | 317 |
| Victoria | 4.7 | 318 |
| **Total Above Areas** | **17,264.5** | |
| **Percent of U.S.** | **78.7395** | |
| **U.S. Total** | **21,926.1** | |

# Total Households

| Area | (Thous.) | Rank |
|---|---|---|
| New York | 3,414.9 | 1 |
| Los Angeles - Long Beach | 3,097.1 | 2 |
| Chicago | 2,273.0 | 3 |
| Philadelphia | 1,790.9 | 4 |
| Detroit | 1,600.0 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton | 1,392.5 | 6 |
| Washington | 1,356.1 | 7 |
| Houston | 1,181.9 | 8 |
| Atlanta | 989.3 | 9 |
| Dallas | 912.2 | 10 |
| St. Louis | 900.2 | 11 |
| Minneapolis - St. Paul | 885.6 | 12 |
| Nassau - Suffolk | 868.8 | 13 |
| Baltimore | 849.6 | 14 |
| San Diego | 840.0 | 15 |
| Tampa - St. Petersburg - Clearwater | 838.9 | 16 |
| Pittsburgh | 830.4 | 17 |
| Anaheim - Santa Ana | 793.5 | 18 |
| Riverside - San Bernardino | 778.2 | 19 |
| Phoenix | 775.8 | 20 |
| Oakland | 764.7 | 21 |
| Seattle | 724.0 | 22 |
| Cleveland | 712.3 | 23 |
| Miami - Hialeah | 693.8 | 24 |
| Newark | 689.9 | 25 |
| Denver | 670.3 | 26 |
| San Francisco | 670.3 | 26 |
| Kansas City | 585.0 | 28 |
| Cincinnati | 554.9 | 29 |
| Milwaukee | 529.4 | 30 |
| Sacramento | 525.8 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach | 514.3 | 32 |
| Columbus, Ohio | 504.1 | 33 |
| San Jose | 502.9 | 34 |
| New Orleans | 493.0 | 35 |
| Bergen - Passaic | 483.3 | 36 |
| Portland, Ore. | 463.9 | 37 |
| Fort Worth - Arlington | 462.7 | 38 |
| Indianapolis | 457.1 | 39 |
| Norfolk - Virginia Beach - Newport News | 434.0 | 40 |
| San Antonio | 430.3 | 41 |
| Hartford - New Britain - Middletown - Bristol | 409.4 | 42 |
| Charlotte - Gastonia - Rock Hill | 407.8 | 43 |
| Oklahoma City | 379.0 | 44 |
| Rochester, N.Y. | 367.8 | 45 |
| Monmouth - Ocean | 367.0 | 46 |
| Orlando | 365.9 | 47 |
| Nashville | 360.8 | 48 |
| Dayton - Springfield | 359.6 | 49 |
| Buffalo | 359.2 | 50 |
| **Total Top 50** | **41,612.3** | |
| Louisville | 358.2 | 51 |
| Birmingham | 351.9 | 52 |
| Greensboro - Winston-Salem - High Point | 351.1 | 53 |
| Memphis | 348.7 | 54 |
| West Palm Beach - Boca Raton - Delray Beach | 346.0 | 55 |
| Salt Lake City - Ogden | 340.9 | 56 |
| Middlesex - Somerset - Hunterdon | 340.2 | 57 |
| Jacksonville, Fla. | 338.9 | 58 |
| Providence - Pawtucket - Woonsocket | 332.3 | 59 |
| Albany - Schenectady - Troy | 321.5 | 60 |
| Richmond - Petersburg | 299.8 | 61 |
| Bridgeport - Stamford - Norwalk - Danbury | 299.6 | 62 |
| New Haven - Waterbury - Meriden | 290.5 | 63 |
| Tulsa | 288.7 | 64 |
| Austin | 284.9 | 65 |
| Scranton - Wilkes-Barre | 280.0 | 66 |
| Honolulu | 262.2 | 67 |
| Raleigh - Durham | 255.6 | 68 |
| Allentown - Bethlehem | 255.2 | 69 |
| Tucson | 253.2 | 70 |
| Las Vegas | 248.3 | 71 |
| Worcester - Fitchburg - Leominster | 245.4 | 72 |
| Akron | 243.8 | 73 |
| Grand Rapids | 236.9 | 74 |
| Syracuse | 235.3 | 75 |
| Knoxville | 233.8 | 76 |
| Greenville - Spartanburg | 232.4 | 77 |
| Toledo | 232.0 | 78 |
| Omaha | 230.5 | 79 |
| Harrisburg - Lebanon - Carlisle | 224.5 | 80 |
| Gary - Hammond | 217.5 | 81 |
| Springfield, Mass. | 217.1 | 82 |
| Fresno | 214.5 | 83 |
| Jersey City | 213.9 | 84 |
| Oxnard - Ventura | 208.7 | 85 |
| Tacoma | 208.6 | 86 |
| Wilmington, Del. | 200.0 | 87 |
| Baton Rouge | 191.2 | 88 |
| Youngstown - Warren | 190.9 | 89 |
| Little Rock - North Little Rock | 189.0 | 90 |
| Albuquerque | 186.7 | 91 |
| New Bedford - Fall River - Attleboro | 181.8 | 92 |
| Bakersfield | 180.0 | 93 |
| Mobile | 173.8 | 94 |
| Wichita | 170.7 | 95 |
| Charleston, S.C. | 170.0 | 96 |
| El Paso | 170.0 | 96 |
| Johnson City - Kingsport - Bristol | 169.3 | 98 |
| Chattanooga | 163.7 | 99 |
| Columbia, S.C. | 162.6 | 100 |
| **Total Top 100** | **53,954.7** | |
| Lake County, Ill. | 161.1 | 101 |
| Flint | 160.6 | 102 |
| Lansing - East Lansing | 155.1 | 103 |
| Stockton | 155.1 | 103 |
| Des Moines | 154.9 | 105 |
| Melbourne - Titusville - Palm Bay | 152.1 | 106 |
| York | 150.8 | 107 |
| Canton | 148.2 | 108 |
| Lakeland - Winter Haven | 146.4 | 109 |
| Vallejo - Fairfield - Napa | 145.8 | 110 |
| Saginaw - Bay City - Midland | 144.9 | 111 |
| Colorado Springs | 144.3 | 112 |
| Lancaster | 143.8 | 113 |
| Daytona Beach | 142.5 | 114 |
| Davenport - Rock Island - Moline | 142.4 | 115 |
| Augusta | 142.0 | 116 |
| Santa Rosa - Petaluma | 141.9 | 117 |
| Spokane | 141.5 | 118 |
| Jackson, Miss. | 140.7 | 119 |
| Madison | 138.3 | 120 |
| Beaumont - Port Arthur | 137.8 | 121 |
| Shreveport | 134.7 | 122 |
| Peoria | 133.5 | 123 |
| Santa Barbara - Santa Maria - Lompoc | 130.7 | 124 |
| Fort Wayne | 130.3 | 125 |
| Pensacola | 128.6 | 126 |
| Lexington-Fayette | 127.3 | 127 |
| Reading | 127.0 | 128 |
| Joliet | 126.7 | 129 |
| Fort Myers - Cape Coral | 125.7 | 130 |
| Aurora - Elgin | 125.1 | 131 |
| Huntington - Ashland | 124.4 | 132 |
| Corpus Christi | 121.9 | 133 |
| Atlantic City | 121.4 | 134 |
| Portsmouth - Dover - Rochester | 120.4 | 135 |
| Manchester - Nashua | 118.9 | 136 |
| Trenton | 117.1 | 137 |
| Modesto | 116.0 | 138 |
| Utica - Rome | 115.8 | 139 |
| Sarasota | 115.7 | 140 |
| Appleton - Oshkosh - Neenah | 114.0 | 141 |
| Salinas - Seaside - Monterey | 113.6 | 142 |
| Montgomery | 110.0 | 143 |
| Evansville | 108.4 | 144 |
| Rockford | 106.8 | 145 |
| Charleston, W.Va. | 105.8 | 146 |
| Eugene - Springfield | 105.4 | 147 |
| Erie | 103.5 | 148 |
| Macon - Warner Robins | 102.6 | 149 |
| Reno | 101.6 | 150 |
| **Total Top 150** | **60,477.6** | |
| McAllen - Edinburg - Mission | 100.6 | 151 |
| Ann Arbor | 100.1 | 152 |
| Salem, Ore. | 98.8 | 153 |
| Binghamton | 98.7 | 154 |
| Hamilton - Middletown | 98.4 | 155 |
| Visalia - Tulare - Porterville | 97.0 | 156 |
| Lorain - Elyria | 96.6 | 157 |
| Orange County, N.Y. | 94.4 | 158 |
| Duluth | 94.2 | 159 |
| Johnstown | 93.5 | 160 |
| New London - Norwich | 90.1 | 161 |
| Fort Pierce | 89.8 | 162 |
| South Bend - Mishawaka | 89.7 | 163 |
| Huntsville | 89.4 | 164 |
| Portland, Me. | 89.4 | 164 |
| Poughkeepsie | 89.0 | 166 |
| Columbus, Ga. | 88.7 | 167 |
| Roanoke | 88.0 | 168 |
| Savannah | 88.0 | 168 |
| Springfield, Mo. | 87.7 | 170 |
| Fayetteville, N.C. | 86.1 | 171 |
| Boulder - Longmont | 85.6 | 172 |
| Santa Cruz | 85.5 | 173 |
| Anchorage | 85.1 | 174 |
| Tallahassee | 83.2 | 175 |
| Hickory | 82.8 | 176 |
| Kalamazoo | 82.0 | 177 |
| Lincoln | 81.5 | 178 |
| Vancouver | 81.4 | 179 |
| Niagara Falls | 80.4 | 180 |
| Killeen - Temple | 80.1 | 181 |
| Galveston - Texas City | 79.5 | 182 |
| Bradenton | 79.1 | 183 |
| Lubbock | 79.0 | 184 |
| Springfield, Ill. | 78.7 | 185 |
| Gainesville | 77.1 | 186 |
| Lafayette, La. | 76.5 | 187 |
| Boise | 76.4 | 188 |
| Amarillo | 75.2 | 189 |
| Brownsville - Harlingen | 74.1 | 190 |
| Biloxi - Gulfport | 73.8 | 191 |
| Beaver County, Pa. | 71.3 | 192 |
| Ocala | 70.5 | 193 |
| Green Bay | 70.4 | 194 |
| Chico | 70.3 | 195 |
| Fort Collins - Loveland | 70.2 | 196 |
| Waco | 69.5 | 197 |
| Yakima | 68.9 | 198 |
| Provo - Orem | 68.8 | 199 |
| Asheville | 68.7 | 200 |
| **Total Top 200** | **64,651.4** | |
| Wheeling | 68.5 | 201 |
| Fort Smith | 67.4 | 202 |
| Brazoria | 66.7 | 203 |
| Cedar Rapids | 66.2 | 204 |
| Bremerton | 64.4 | 205 |
| Racine | 63.9 | 206 |
| Topeka | 63.9 | 206 |
| Champaign - Urbana - Rantoul | 62.1 | 208 |
| Benton Harbor | 62.0 | 209 |
| Houma - Thibodaux | 61.8 | 210 |
| Longview - Marshall | 61.7 | 211 |
| Lake Charles | 61.2 | 212 |
| Parkersburg - Marietta | 59.6 | 213 |
| Olympia | 59.5 | 214 |
| St. Cloud | 57.9 | 215 |
| Muskegon | 57.6 | 216 |
| Steubenville - Weirton | 57.1 | 217 |
| Lima | 57.0 | 218 |
| Tyler | 57.0 | 218 |
| Merced | 55.9 | 220 |
| Waterloo - Cedar Falls | 55.5 | 221 |
| Fargo - Moorhead | 55.4 | 222 |
| Pittsfield | 54.9 | 223 |
| Anderson, S.C. | 54.7 | 224 |
| Fort Walton Beach | 54.6 | 225 |
| Medford | 54.3 | 226 |
| Naples | 53.9 | 227 |
| Athens | 53.8 | 228 |
| Elkhart - Goshen | 53.7 | 229 |
| Tuscaloosa | 53.4 | 230 |
| Clarksville - Hopkinsville | 53.1 | 231 |
| Florence, Ala. | 53.0 | 232 |
| Battle Creek | 52.4 | 233 |
| Jackson, Mich. | 51.7 | 234 |
| Lynchburg | 51.6 | 235 |
| Joplin | 51.5 | 236 |
| Redding | 51.5 | 236 |
| Janesville - Beloit | 51.4 | 238 |
| Richland - Kennewick - Pasco | 51.4 | 238 |
| Monroe | 51.2 | 240 |
| Greeley | 50.8 | 241 |
| Altoona | 50.5 | 242 |
| Eau Claire | 50.1 | 243 |
| Sioux Falls | 49.8 | 244 |
| Terre Haute | 49.4 | 245 |
| Panama City | 49.3 | 246 |
| Pueblo | 49.2 | 247 |
| Bangor | 48.9 | 248 |
| Alexandria, La. | 48.8 | 249 |
| Anderson, Ind. | 48.8 | 249 |
| **Total Top 250** | **67,441.4** | |
| Decatur, Ill. | 48.6 | 251 |
| Odessa | 48.6 | 251 |
| Mansfield | 48.5 | 253 |
| Vineland - Millville - Bridgeton | 48.4 | 254 |
| Burlington, Vt. | 48.0 | 255 |
| Dothan | 47.7 | 256 |
| Billings | 47.2 | 257 |
| Charlottesville | 47.0 | 258 |
| Wichita Falls | 46.5 | 259 |
| Bryan - College Station | 46.1 | 260 |
| Sharon | 46.1 | 260 |
| Abilene | 45.6 | 262 |
| Bloomington - Normal | 45.6 | 262 |
| Bellingham | 45.4 | 264 |
| Wilmington, N.C. | 45.4 | 264 |
| Anniston | 44.7 | 266 |
| Sioux City | 44.6 | 267 |
| Texarkana | 44.6 | 267 |
| Pascagoula | 44.1 | 269 |
| Kenosha | 43.8 | 270 |
| Williamsport | 43.8 | 270 |
| Muncie | 43.5 | 272 |
| Lafayette - West Lafayette | 43.2 | 273 |
| Las Cruces | 43.2 | 273 |
| Yuba City | 42.9 | 275 |
| Midland, Tex. | 42.4 | 276 |
| Florence, S.C. | 42.3 | 277 |
| Santa Fe | 41.9 | 278 |
| Hagerstown | 41.3 | 279 |
| Fayetteville - Springdale | 40.9 | 280 |
| Wausau | 40.9 | 280 |
| Glens Falls | 40.6 | 282 |
| Danville, Va. | 40.5 | 283 |
| Albany, Ga. | 40.0 | 284 |
| Columbia, Mo. | 39.9 | 285 |
| Burlington, N.C. | 39.6 | 286 |
| State College | 39.6 | 286 |
| Gadsden | 39.4 | 288 |
| Cumberland | 39.2 | 289 |
| Lawton | 38.8 | 290 |
| Kokomo | 38.4 | 291 |
| Jacksonville, N.C. | 38.2 | 292 |
| Sheboygan | 38.1 | 293 |
| Decatur, Ala. | 37.7 | 294 |
| Lewiston - Auburn | 37.7 | 294 |
| Sherman - Denison | 37.7 | 294 |
| Kankakee | 36.8 | 297 |
| Rochester, Minn. | 36.8 | 297 |
| Bloomington, Ind. | 36.6 | 299 |
| La Crosse | 35.7 | 300 |
| San Angelo | 35.7 | 300 |
| Elmira | 34.1 | 302 |
| Iowa City | 33.3 | 303 |
| Bismarck | 32.7 | 304 |
| Owensboro | 32.7 | 304 |
| St. Joseph | 32.7 | 304 |
| Laredo | 32.2 | 307 |
| Dubuque | 31.3 | 308 |
| Pine Bluff | 30.9 | 309 |
| Great Falls | 30.7 | 310 |
| Rapid City | 29.9 | 311 |
| Jackson, Tenn. | 29.7 | 312 |
| Cheyenne | 28.8 | 313 |
| Casper | 26.9 | 314 |
| Victoria | 26.2 | 315 |
| Lawrence, Kans. | 26.1 | 316 |
| Enid | 24.9 | 317 |
| Grand Forks | 24.2 | 318 |
| **Total Above Areas** | **70,108.5** | |
| **Percent of U.S.** | **77.1704** | |
| **U.S. Total** | **90,849.0** | |

# Total Effective Buying Income (EBI)

| Area | ($000) | Rank |
|---|---|---|
| New York | 130,686,482 | 1 |
| Los Angeles - Long Beach | 130,015,864 | 2 |
| Chicago | 93,727,146 | 3 |
| Philadelphia | 70,939,293 | 4 |
| Washington | 67,270,780 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton | 62,998,729 | 6 |
| Detroit | 60,321,339 | 7 |
| Nassau - Suffolk | 50,659,415 | 8 |
| Houston | 43,508,099 | 9 |
| Anaheim - Santa Ana | 38,057,151 | 10 |
| Minneapolis - St. Paul | 37,729,516 | 11 |
| Atlanta | 37,222,900 | 12 |
| San Diego | 35,704,887 | 13 |
| Dallas | 35,219,139 | 14 |
| Oakland | 34,414,522 | 15 |
| St. Louis | 33,836,957 | 16 |
| Newark | 32,697,510 | 17 |
| San Francisco | 31,680,998 | 18 |
| Baltimore | 31,080,614 | 19 |
| Seattle | 30,016,271 | 20 |
| Riverside - San Bernardino | 28,703,849 | 21 |
| Pittsburgh | 27,502,757 | 22 |
| Phoenix | 27,167,784 | 23 |
| San Jose | 26,136,654 | 24 |
| Tampa - St. Petersburg - Clearwater | 25,703,901 | 25 |
| Cleveland | 25,242,246 | 26 |
| Denver | 25,102,599 | 27 |
| Bergen - Passaic | 24,463,152 | 28 |
| Miami - Hialeah | 23,631,432 | 29 |
| Kansas City | 22,403,771 | 30 |
| Sacramento | 20,071,423 | 31 |
| Milwaukee | 19,741,526 | 32 |
| Cincinnati | 19,227,042 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach | 18,738,472 | 34 |
| Hartford - New Britain - Middletown - Bristol | 18,586,933 | 35 |
| Bridgeport - Stamford - Norwalk - Danbury | 17,938,208 | 36 |
| Middlesex - Somerset - Hunterdon | 17,687,470 | 37 |
| Columbus, Ohio | 17,062,832 | 38 |
| Fort Worth - Arlington | 17,052,701 | 39 |
| Monmouth - Ocean | 16,620,174 | 40 |
| Norfolk - Virginia Beach - Newport News | 16,510,866 | 41 |
| Indianapolis | 16,458,604 | 42 |
| Portland, Ore | 15,169,791 | 43 |
| New Orleans | 14,705,063 | 44 |
| Rochester, N.Y. | 14,581,278 | 45 |
| San Antonio | 13,630,757 | 46 |
| West Palm Beach - Boca Raton - Delray Beach | 13,603,705 | 47 |
| Charlotte - Gastonia - Rock Hill | 13,437,903 | 48 |
| New Haven - Waterbury - Meriden | 12,817,123 | 49 |
| Nashville | 12,396,680 | 50 |
| **Total Top 50** | **1,669,879,908** | |
| Buffalo | 12,369,541 | 51 |
| Dayton - Springfield | 12,255,639 | 52 |
| Orlando | 12,201,843 | 53 |
| Albany - Schenectady - Troy | 12,164,918 | 54 |
| Providence - Pawtucket - Woonsocket | 12,038,468 | 55 |
| Louisville | 11,832,991 | 56 |
| Oklahoma City | 11,827,338 | 57 |
| Honolulu | 11,745,549 | 58 |
| Salt Lake City - Ogden | 11,246,640 | 59 |
| Greensboro - Winston-Salem - High Point | 11,245,572 | 60 |
| Richmond - Petersburg | 11,162,577 | 61 |
| Jacksonville, Fla | 11,044,677 | 62 |
| Memphis | 10,619,790 | 63 |
| Birmingham | 10,169,120 | 64 |
| Oxnard - Ventura | 10,024,758 | 65 |
| Austin | 9,810,618 | 66 |
| Worcester - Fitchburg - Leominster | 9,599,738 | 67 |
| Raleigh - Durham | 9,455,071 | 68 |
| Omaha | 9,130,406 | 69 |
| Allentown - Bethlehem | 9,062,902 | 70 |
| Syracuse | 8,951,038 | 71 |
| Tulsa | 8,733,049 | 72 |
| Grand Rapids | 8,724,348 | 73 |
| Scranton - Wilkes-Barre | 8,445,285 | 74 |
| Lake County, Ill | 8,392,708 | 75 |
| Akron | 8,332,810 | 76 |
| Toledo | 8,187,383 | 77 |
| Harrisburg - Lebanon - Carlisle | 8,152,126 | 78 |
| Wilmington, Del | 8,047,048 | 79 |
| Las Vegas | 7,900,229 | 80 |
| Springfield, Mass | 7,767,802 | 81 |
| Fresno | 7,694,983 | 82 |
| Tucson | 7,342,181 | 83 |
| Gary - Hammond | 7,006,415 | 84 |
| Jersey City | 6,882,500 | 85 |
| Knoxville | 6,852,491 | 86 |
| Wichita | 6,730,278 | 87 |
| Greenville - Spartanburg | 6,508,004 | 88 |
| Little Rock - North Little Rock | 6,455,121 | 89 |
| Bakersfield | 6,367,799 | 90 |
| Youngstown - Warren | 6,198,541 | 91 |
| New Bedford - Fall River - Attleboro | 6,131,291 | 92 |
| Tacoma | 6,066,244 | 93 |
| Baton Rouge | 6,058,628 | 94 |
| Santa Rosa - Petaluma | 5,821,795 | 95 |
| Trenton | 5,751,022 | 96 |
| Vallejo - Fairfield - Napa | 5,653,901 | 97 |
| Lansing - East Lansing | 5,649,989 | 98 |
| Columbia, S.C | 5,584,935 | 99 |
| Albuquerque | 5,551,585 | 100 |
| **Total Top 100** | **2,100,849,593** | |
| Des Moines | 5,540,647 | 101 |
| Santa Barbara - Santa Maria - Lompoc | 5,444,338 | 102 |
| Stockton | 5,355,815 | 103 |
| Peoria | 5,278,521 | 104 |
| Manchester - Nashua | 5,256,107 | 105 |
| Joliet | 5,229,645 | 106 |
| Davenport - Rock Island - Moline | 5,226,085 | 107 |
| York | 5,210,046 | 108 |
| Aurora - Elgin | 5,163,738 | 109 |
| Lancaster | 5,162,039 | 110 |
| Mobile | 5,095,807 | 111 |
| Flint | 5,033,522 | 112 |
| Madison | 4,976,292 | 113 |
| Saginaw - Bay City - Midland | 4,884,856 | 114 |
| Charleston, S.C | 4,882,272 | 115 |
| Portsmouth - Dover - Rochester | 4,873,233 | 116 |
| El Paso | 4,849,530 | 117 |
| Colorado Springs | 4,747,279 | 118 |
| Johnson City - Kingsport - Bristol | 4,743,850 | 119 |
| Beaumont - Port Arthur | 4,731,925 | 120 |
| Chattanooga | 4,699,281 | 121 |
| Canton | 4,629,999 | 122 |
| Melbourne - Titusville - Palm Bay | 4,599,071 | 123 |
| Salinas - Seaside - Monterey | 4,513,001 | 124 |
| Fort Wayne | 4,476,356 | 125 |
| Augusta | 4,364,190 | 126 |
| Reading | 4,334,727 | 127 |
| Jackson, Miss | 4,287,917 | 128 |
| Lexington-Fayette | 4,244,763 | 129 |
| Lakeland - Winter Haven | 4,163,755 | 130 |
| Daytona Beach | 4,110,046 | 131 |
| Poughkeepsie | 4,107,304 | 132 |
| Fort Myers - Cape Coral | 4,059,013 | 133 |
| Spokane | 4,028,304 | 134 |
| Shreveport | 4,013,013 | 135 |
| Pensacola | 4,006,824 | 136 |
| Atlantic City | 3,995,666 | 137 |
| Appleton - Oshkosh - Neenah | 3,980,875 | 138 |
| Modesto | 3,918,502 | 139 |
| Rockford | 3,890,816 | 140 |
| Ann Arbor | 3,807,866 | 141 |
| Utica - Rome | 3,804,257 | 142 |
| New London - Norwich | 3,792,080 | 143 |
| Orange County, N.Y. | 3,772,122 | 144 |
| Corpus Christi | 3,735,417 | 145 |
| Binghamton | 3,709,998 | 146 |
| Sarasota | 3,697,897 | 147 |
| Anchorage | 3,649,024 | 148 |
| Evansville | 3,587,903 | 149 |
| Erie | 3,570,112 | 150 |
| **Total Top 150** | **2,324,085,239** | |
| Santa Cruz | 3,563,242 | 151 |
| Reno | 3,499,686 | 152 |
| Lorain - Elyria | 3,383,665 | 153 |
| Macon - Warner Robins | 3,338,190 | 154 |
| Huntington - Ashland | 3,324,725 | 155 |
| Montgomery | 3,310,817 | 156 |
| Charleston, W.Va | 3,245,862 | 157 |
| Hamilton - Middletown | 3,243,460 | 158 |
| Portland, Me | 3,234,442 | 159 |
| Huntsville | 3,232,418 | 160 |
| Lincoln | 3,218,799 | 161 |
| Kalamazoo | 3,127,585 | 162 |
| Duluth | 3,048,954 | 163 |
| Boulder - Longmont | 3,011,764 | 164 |
| South Bend - Mishawaka | 2,952,065 | 165 |
| Roanoke | 2,879,058 | 166 |
| Eugene - Springfield | 2,837,534 | 167 |
| Savannah | 2,775,601 | 168 |
| Brazoria | 2,748,806 | 169 |
| Galveston - Texas City | 2,705,724 | 170 |
| Springfield, Mo | 2,698,201 | 171 |
| Niagara Falls | 2,679,353 | 172 |
| Visalia - Tulare - Porterville | 2,678,674 | 173 |
| Vancouver | 2,650,201 | 174 |
| Fayetteville, N.C | 2,638,591 | 175 |
| Salem, Ore | 2,619,731 | 176 |
| Fort Pierce | 2,600,032 | 177 |
| Columbus, Ga | 2,587,997 | 178 |
| Hickory | 2,572,487 | 179 |
| Tallahassee | 2,570,271 | 180 |
| Amarillo | 2,509,236 | 181 |
| Springfield, Ill | 2,497,911 | 182 |
| Killeen - Temple | 2,495,482 | 183 |
| Boise | 2,490,952 | 184 |
| Topeka | 2,442,726 | 185 |
| Cedar Rapids | 2,440,205 | 186 |
| Lafayette, La | 2,431,376 | 187 |
| Lubbock | 2,395,147 | 188 |
| Johnstown | 2,385,284 | 189 |
| Bradenton | 2,363,000 | 190 |
| Green Bay | 2,360,323 | 191 |
| Beaver County, Pa | 2,357,167 | 192 |
| Racine | 2,350,207 | 193 |
| McAllen - Edinburg - Mission | 2,295,199 | 194 |
| Gainesville | 2,238,053 | 195 |
| Bremerton | 2,154,426 | 196 |
| Fort Collins - Loveland | 2,143,110 | 197 |
| Champaign - Urbana - Rantoul | 2,133,934 | 198 |
| Biloxi - Gulfport | 2,086,688 | 199 |
| Waterloo - Cedar Falls | 2,058,081 | 200 |
| **Total Top 200** | **2,459,691,681** | |
| Richland - Kennewick - Pasco | 2,049,546 | 201 |
| Olympia | 2,006,372 | 202 |
| Waco | 1,994,021 | 203 |
| Houma - Thibodaux | 1,976,193 | 204 |
| Chico | 1,955,809 | 205 |
| Asheville | 1,938,251 | 206 |
| Pittsfield | 1,937,715 | 207 |
| Fargo - Moorhead | 1,936,731 | 208 |
| St. Cloud | 1,928,605 | 209 |
| Tyler | 1,920,976 | 210 |
| Benton Harbor | 1,911,618 | 211 |
| Fort Smith | 1,901,094 | 212 |
| Wheeling | 1,899,468 | 213 |
| Yakima | 1,898,401 | 214 |
| Brownsville - Harlingen | 1,889,268 | 215 |
| Provo - Orem | 1,888,412 | 216 |
| Longview - Marshall | 1,877,626 | 217 |
| Lake Charles | 1,871,100 | 218 |
| Sioux Falls | 1,868,360 | 219 |
| Lima | 1,861,005 | 220 |
| Battle Creek | 1,851,019 | 221 |
| Kenosha | 1,841,789 | 222 |
| Muskegon | 1,819,245 | 223 |
| Burlington, Vt | 1,813,549 | 224 |
| Jackson, Mich | 1,809,645 | 225 |
| Decatur, Ill | 1,800,194 | 226 |
| Elkhart - Goshen | 1,783,168 | 227 |
| Bloomington - Normal | 1,777,317 | 228 |
| Odessa | 1,761,622 | 229 |
| Lynchburg | 1,748,436 | 230 |
| Naples | 1,736,924 | 231 |
| Janesville - Beloit | 1,735,431 | 232 |
| Midland, Tex | 1,734,604 | 233 |
| Fort Walton Beach | 1,729,789 | 234 |
| Ocala | 1,712,320 | 235 |
| Merced | 1,712,244 | 236 |
| Vineland - Millville - Bridgeton | 1,690,423 | 237 |
| Parkersburg - Marietta | 1,681,514 | 238 |
| Charlottesville | 1,652,158 | 239 |
| Steubenville - Weirton | 1,634,540 | 240 |
| Eau Claire | 1,580,362 | 241 |
| Clarksville - Hopkinsville | 1,580,222 | 242 |
| Bango | 1,553,120 | 243 |
| Terre Haute | 1,542,542 | 244 |
| Mansfield | 1,540,282 | 245 |
| Anderson, Ind. | 1,537,314 | 246 |
| Santa Fe | 1,529,300 | 247 |
| Athens | 1,518,942 | 248 |
| Redding | 1,510,844 | 249 |
| Lafayette - West Lafayette | 1,508,620 | 250 |
| **Total Top 250** | **2,548,629,731** | |
| Rochester, Minn | 1,499,892 | 251 |
| Bryan - College Station | 1,490,116 | 252 |
| Anderson, S.C | 1,476,633 | 253 |
| Billings | 1,458,424 | 254 |
| Altoona | 1,456,897 | 255 |
| Columbia, Mo | 1,454,111 | 256 |
| Sharon | 1,437,221 | 257 |
| Pascagoula | 1,432,050 | 258 |
| Greeley | 1,425,374 | 259 |
| Wichita Falls | 1,416,925 | 260 |
| Tuscaloosa | 1,393,795 | 261 |
| Joplin | 1,389,904 | 262 |
| Medford | 1,389,279 | 263 |
| Sheboygan | 1,374,100 | 264 |
| Florence, Ala | 1,370,575 | 265 |
| Muncie | 1,363,463 | 266 |
| Abilene | 1,362,925 | 267 |
| Kokomo | 1,354,099 | 268 |
| Williamsport | 1,346,895 | 269 |
| Monroe | 1,341,971 | 270 |
| Glens Falls | 1,341,469 | 271 |
| Bellingham | 1,330,722 | 272 |
| Wausau | 1,323,599 | 273 |
| Wilmington, N.C | 1,305,786 | 274 |
| Alexandria, La | 1,305,604 | 275 |
| Sioux City | 1,301,859 | 276 |
| Yuba City | 1,301,414 | 277 |
| Pueblo | 1,273,806 | 278 |
| Dothan | 1,270,573 | 279 |
| Hagerstown | 1,245,503 | 280 |
| Texarkana | 1,236,537 | 281 |
| State College | 1,236,330 | 282 |
| Lawton | 1,215,603 | 283 |
| La Crosse | 1,205,528 | 284 |
| Panama City | 1,191,911 | 285 |
| Fayetteville - Springdale | 1,190,367 | 286 |
| Danville, Va | 1,190,038 | 287 |
| Anniston | 1,179,717 | 288 |
| Kankakee | 1,175,779 | 289 |
| San Angelo | 1,174,606 | 290 |
| Burlington, N.C. | 1,170,152 | 291 |
| Iowa City | 1,168,885 | 292 |
| Bloomington, Ind. | 1,166,229 | 293 |
| Albany, Ga | 1,156,059 | 294 |
| Lewiston - Auburn | 1,155,444 | 295 |
| Bismarck | 1,146,536 | 296 |
| Sherman - Denison | 1,142,813 | 297 |
| Jacksonville, N.C | 1,093,291 | 298 |
| Las Cruces | 1,083,401 | 299 |
| Florence, S.C. | 1,067,905 | 300 |
| Cumberland | 1,057,219 | 301 |
| Elmira | 1,055,372 | 302 |
| Grand Forks | 1,041,968 | 303 |
| Rapid City | 1,039,639 | 304 |
| Dubuque | 1,029,519 | 305 |
| St. Joseph | 1,005,203 | 306 |
| Decatur, Ala | 1,000,682 | 307 |
| Gadsden | 956,833 | 308 |
| Owensboro | 951,032 | 309 |
| Great Falls | 934,392 | 310 |
| Casper | 902,621 | 311 |
| Lawrence, Kans | 889,038 | 312 |
| Cheyenne | 865,634 | 313 |
| Pine Bluff | 864,529 | 314 |
| Jackson, Tenn | 857,626 | 315 |
| Victoria | 846,274 | 316 |
| Enid | 754,750 | 317 |
| Laredo | 748,877 | 318 |
| **Total Above Areas** | **2,630,013,054** | |
| **Percent of U.S.** | **82.1148** | |
| **U.S. Total** | **3,202,847,131** | |

# Median Household EBI

| Area | ($) | Rank |
|---|---|---|
| **Nassau - Suffolk** | 45,412 | 1 |
| **Bridgeport - Stamford - Norwalk - Danbury** | 42,751 | 2 |
| **San Jose** | 41,748 | 3 |
| **Middlesex - Somerset - Hunterdon** | 41,378 | 4 |
| **Washington** | 39,355 | 5 |
| **Lake County, Ill.** | 38,254 | 6 |
| **Oxnard - Ventura** | 38,157 | 7 |
| **Bergen - Passaic** | 38,147 | 8 |
| **Anaheim - Santa Ana** | 37,532 | 9 |
| **Trenton** | 36,457 | 10 |
| **Poughkeepsie** | 35,920 | 11 |
| **Hartford - New Britain - Middletown - Bristol** | 35,784 | 12 |
| **Manchester - Nashua** | 35,668 | 13 |
| **Brazoria** | 35,310 | 14 |
| **Newark** | 35,056 | 15 |
| **Oakland** | 34,920 | 16 |
| **San Francisco** | 34,648 | 17 |
| **Joliet** | 34,595 | 18 |
| **Kenosha** | 34,483 | 19 |
| **Richland - Kennewick - Pasco** | 34,398 | 20 |
| **New Haven - Waterbury - Meriden** | 34,288 | 21 |
| **Anchorage** | 34,008 | 22 |
| **Boston - Lawrence - Salem - Lowell - Brockton** | 33,895 | 23 |
| **Monmouth - Ocean** | 33,725 | 24 |
| **Minneapolis - St. Paul** | 33,701 | 25 |
| **Seattle** | 33,476 | 26 |
| **Aurora - Elgin** | 33,080 | 27 |
| **Honolulu** | 32,848 | 28 |
| **Portsmouth - Dover - Rochester** | 32,778 | 29 |
| **Rochester, Minn.** | 32,699 | 30 |
| **New London - Norwich** | 32,164 | 31 |
| **Chicago** | 31,491 | 32 |
| **Santa Rosa - Petaluma** | 31,425 | 33 |
| **Wilmington, Del.** | 31,118 | 34 |
| **Peoria** | 30,930 | 35 |
| **Rochester, N.Y.** | 30,698 | 36 |
| **Orange County, N.Y.** | 30,665 | 37 |
| **Denver** | 30,505 | 38 |
| **Vallejo - Fairfield - Napa** | 30,350 | 39 |
| **Racine** | 30,328 | 40 |
| **Los Angeles - Long Beach** | 30,059 | 41 |
| **Worcester - Fitchburg - Leominster** | 30,028 | 42 |
| **Philadelphia** | 30,007 | 43 |
| **Omaha** | 29,945 | 44 |
| **San Diego** | 29,891 | 45 |
| **Grand Forks** | 29,868 | 46 |
| **Atlanta** | 29,830 | 47 |
| **Santa Cruz** | 29,799 | 48 |
| **Santa Barbara - Santa Maria - Lompoc** | 29,789 | 49 |
| **Baltimore** | 29,768 | 50 |
| **Kansas City** | 29,722 | 51 |
| **Richmond - Petersburg** | 29,697 | 52 |
| **Milwaukee** | 29,668 | 53 |
| **Rockford** | 29,642 | 54 |
| **Wichita** | 29,543 | 55 |
| **Detroit** | 29,535 | 56 |
| **Lincoln** | 29,423 | 57 |
| **Cedar Rapids** | 29,417 | 58 |
| **Lorain - Elyria** | 29,384 | 59 |
| **Sheboygan** | 29,266 | 60 |
| **Midland, Tex.** | 29,237 | 61 |
| **Davenport - Rock Island - Moline** | 29,188 | 62 |
| **Kalamazoo** | 29,175 | 63 |
| **St. Louis** | 29,120 | 64 |
| **Grand Rapids** | 29,025 | 65 |
| **Bloomington - Normal** | 28,963 | 66 |
| **Dallas** | 28,900 | 67 |
| **Syracuse** | 28,871 | 68 |
| **Waterloo - Cedar Falls** | 28,853 | 69 |
| **Sacramento** | 28,810 | 70 |
| **Topeka** | 28,763 | 71 |
| **Burlington, Vt.** | 28,737 | 72 |
| **Decatur, Ill.** | 28,700 | 73 |
| **Ann Arbor** | 28,636 | 74 |
| **Fort Worth - Arlington** | 28,625 | 75 |
| **Houston** | 28,575 | 76 |
| **West Palm Beach - Boca Raton - Delray Beach** | 28,555 | 77 |
| **Kokomo** | 28,476 | 78 |
| **Indianapolis** | 28,391 | 79 |
| **Albany - Schenectady - Troy** | 28,376 | 80 |
| **Salinas - Seaside - Monterey** | 28,373 | 81 |
| **Harrisburg - Lebanon - Carlisle** | 28,337 | 82 |
| **Lansing - East Lansing** | 28,297 | 83 |
| **Odessa** | 28,254 | 84 |
| **Beaumont - Port Arthur** | 28,114 | 85 |
| **Appleton - Oshkosh - Neenah** | 28,110 | 86 |
| **Allentown - Bethlehem** | 27,974 | 87 |
| **Janesville - Beloit** | 27,971 | 88 |
| **Boulder - Longmont** | 27,958 | 89 |
| **Lancaster** | 27,951 | 90 |
| **Casper** | 27,945 | 91 |
| **Binghamton** | 27,941 | 92 |
| **Beaver County, Pa.** | 27,867 | 93 |
| **Jackson, Mich.** | 27,850 | 94 |
| **Santa Fe** | 27,778 | 95 |
| **York** | 27,771 | 96 |
| **Raleigh - Durham** | 27,754 | 97 |
| **Battle Creek** | 27,731 | 98 |
| **Madison** | 27,703 | 99 |
| **Reno** | 27,637 | 100 |
| **Cincinnati** | 27,575 | 101 |
| **Cleveland** | 27,520 | 102 |
| **Fort Wayne** | 27,518 | 103 |
| **Sioux Falls** | 27,502 | 104 |
| **Des Moines** | 27,490 | 105 |
| Riverside - San Bernardino | 27,489 | 106 |
| Vancouver | 27,454 | 107 |
| Phoenix | 27,403 | 108 |
| Gary - Hammond | 27,351 | 109 |
| Norfolk - Virginia Beach - Newport News | 27,249 | 110 |
| Fort Lauderdale - Hollywood - Pompano Beach | 27,246 | 111 |
| Toledo | 27,186 | 112 |
| Bremerton | 27,087 | 113 |
| Olympia | 27,084 | 114 |
| Salt Lake City - Ogden | 27,073 | 115 |
| Galveston - Texas City | 27,061 | 116 |
| Green Bay | 27,056 | 117 |
| Saginaw - Bay City - Midland | 26,992 | 118 |
| Providence - Pawtucket - Woonsocket | 26,968 | 119 |
| Huntsville | 26,950 | 120 |
| Erie | 26,884 | 121 |
| Hamilton - Middletown | 26,833 | 122 |
| Portland, Me. | 26,830 | 123 |
| Akron | 26,827 | 124 |
| Springfield, Mass. | 26,772 | 125 |
| Reading | 26,753 | 126 |
| Bismarck | 26,622 | 127 |
| Pascagoula | 26,507 | 128 |
| Dayton - Springfield | 26,402 | 129 |
| Niagara Falls | 26,350 | 130 |
| Buffalo | 26,341 | 131 |
| Lynchburg | 26,225 | 132 |
| Nashville | 26,194 | 133 |
| Fargo - Moorhead | 26,167 | 134 |
| Pittsfield | 26,087 | 135 |
| Bakersfield | 25,979 | 136 |
| Portland, Ore. | 25,963 | 137 |
| Youngstown - Warren | 25,946 | 138 |
| Wausau | 25,928 | 139 |
| Houma - Thibodaux | 25,896 | 140 |
| Lima | 25,883 | 141 |
| Vineland - Millville - Bridgeton | 25,871 | 142 |
| Duluth | 25,827 | 143 |
| Columbus, Ohio | 25,789 | 144 |
| New Bedford - Fall River - Attleboro | 25,745 | 145 |
| Elkhart - Goshen | 25,712 | 146 |
| Flint | 25,707 | 147 |
| Columbia, S.C. | 25,611 | 148 |
| Las Vegas | 25,602 | 149 |
| Macon - Warner Robins | 25,573 | 150 |
| Dubuque | 25,562 | 151 |
| South Bend - Mishawaka | 25,562 | 151 |
| Stockton | 25,549 | 153 |
| Evansville | 25,525 | 154 |
| Victoria | 25,485 | 155 |
| Anderson, Ind. | 25,475 | 156 |
| St. Cloud | 25,444 | 157 |
| Charlottesville | 25,441 | 158 |
| Charlotte - Gastonia - Rock Hill | 25,437 | 159 |
| Canton | 25,378 | 160 |
| Fresno | 25,374 | 161 |
| Columbia, Mo. | 25,370 | 162 |
| Tyler | 25,338 | 163 |
| Lake Charles | 25,315 | 164 |
| Pittsburgh | 25,296 | 165 |
| New York | 25,283 | 166 |
| Orlando | 25,188 | 167 |
| Mansfield | 25,169 | 168 |
| Louisville | 25,144 | 169 |
| Amarillo | 25,086 | 170 |
| La Crosse | 25,070 | 171 |
| Baton Rouge | 24,962 | 172 |
| Little Rock - North Little Rock | 24,957 | 173 |
| Austin | 24,869 | 174 |
| Roanoke | 24,807 | 175 |
| Boise | 24,790 | 176 |
| Sharon | 24,773 | 177 |
| Colorado Springs | 24,765 | 178 |
| Jacksonville, Fla. | 24,744 | 179 |
| Lafayette - West Lafayette | 24,723 | 180 |
| Modesto | 24,691 | 181 |
| Glens Falls | 24,686 | 182 |
| Kankakee | 24,635 | 183 |
| Utica - Rome | 24,605 | 184 |
| Muskegon | 24,602 | 185 |
| Miami - Hialeah | 24,260 | 186 |
| Hagerstown | 24,213 | 187 |
| Billings | 24,203 | 188 |
| Charleston, W.Va. | 24,176 | 189 |
| Springfield, Ill. | 24,135 | 190 |
| Lafayette, La. | 24,123 | 191 |
| Greensboro - Winston-Salem - High Point | 24,052 | 192 |
| Melbourne - Titusville - Palm Bay | 23,987 | 193 |
| Iowa City | 23,963 | 194 |
| Hickory | 23,945 | 195 |
| Fort Collins - Loveland | 23,923 | 196 |
| Muncie | 23,916 | 197 |
| Bangor | 23,904 | 198 |
| Fort Walton Beach | 23,864 | 199 |
| Lexington-Fayette | 23,839 | 200 |
| Pensacola | 23,774 | 201 |
| Fort Myers - Cape Coral | 23,718 | 202 |
| Rapid City | 23,668 | 203 |
| Steubenville - Weirton | 23,649 | 204 |
| Champaign - Urbana - Rantoul | 23,568 | 205 |
| Sarasota | 23,549 | 206 |
| Williamsport | 23,507 | 207 |
| Oklahoma City | 23,504 | 208 |
| Savannah | 23,469 | 209 |
| Eau Claire | 23,463 | 210 |
| Longview - Marshall | 23,440 | 211 |
| Benton Harbor | 23,411 | 212 |
| Great Falls | 23,393 | 213 |
| Jersey City | 23,187 | 214 |
| Terre Haute | 23,182 | 215 |
| Lewiston - Auburn | 23,166 | 216 |
| Cheyenne | 23,159 | 217 |
| Elmira | 23,102 | 218 |
| Augusta | 23,064 | 219 |
| Tulsa | 23,016 | 220 |
| Burlington, N.C. | 23,006 | 221 |
| Atlantic City | 22,978 | 222 |
| San Antonio | 22,879 | 223 |
| Corpus Christi | 22,859 | 224 |
| Scranton - Wilkes-Barre | 22,748 | 225 |
| San Angelo | 22,747 | 226 |
| Enid | 22,741 | 227 |
| Sherman - Denison | 22,719 | 228 |
| Albany, Ga. | 22,683 | 229 |
| St. Joseph | 22,666 | 230 |
| Tampa - St. Petersburg - Clearwater | 22,658 | 231 |
| Danville, Va. | 22,612 | 232 |
| Lawrence, Kans. | 22,531 | 233 |
| Tacoma | 22,511 | 234 |
| New Orleans | 22,387 | 235 |
| Altoona | 22,355 | 236 |
| Memphis | 22,330 | 237 |
| Springfield, Mo. | 22,294 | 238 |
| Bradenton | 22,244 | 239 |
| Bellingham | 22,216 | 240 |
| Albuquerque | 22,203 | 241 |
| Parkersburg - Marietta | 22,202 | 242 |
| Greeley | 22,164 | 243 |
| Montgomery | 22,159 | 244 |
| State College | 22,108 | 245 |
| Jackson, Miss. | 22,071 | 246 |
| Chattanooga | 22,031 | 247 |
| Owensboro | 22,014 | 248 |
| Mobile | 22,011 | 249 |
| Tallahassee | 21,990 | 250 |
| Spokane | 21,958 | 251 |
| Tucson | 21,935 | 252 |
| Wheeling | 21,913 | 253 |
| Sioux City | 21,872 | 254 |
| Anderson, S.C. | 21,809 | 255 |
| Naples | 21,777 | 256 |
| Shreveport | 21,743 | 257 |
| Jackson, Tenn. | 21,726 | 258 |
| Knoxville | 21,624 | 259 |
| Fort Pierce | 21,583 | 260 |
| Lawton | 21,569 | 261 |
| Merced | 21,560 | 262 |
| Wilmington, N.C. | 21,540 | 263 |
| Greenville - Spartanburg | 21,505 | 264 |
| Birmingham | 21,499 | 265 |
| Lubbock | 21,477 | 266 |
| Provo - Orem | 21,399 | 267 |
| Wichita Falls | 21,350 | 268 |
| Johnson City - Kingsport - Bristol | 21,344 | 269 |
| Charleston, S.C. | 21,334 | 270 |
| Bryan - College Station | 21,299 | 271 |
| Yuba City | 21,229 | 272 |
| Redding | 21,179 | 273 |
| Lakeland - Winter Haven | 21,163 | 274 |
| Bloomington, Ind. | 21,162 | 275 |
| Cumberland | 21,137 | 276 |
| Asheville | 21,091 | 277 |
| Eugene - Springfield | 21,070 | 278 |
| Daytona Beach | 21,011 | 279 |
| Decatur, Ala. | 21,002 | 280 |
| Abilene | 20,901 | 281 |
| Fayetteville - Springdale | 20,718 | 282 |
| Fayetteville, N.C. | 20,660 | 283 |
| Texarkana | 20,577 | 284 |
| Salem, Ore. | 20,514 | 285 |
| Yakima | 20,473 | 286 |
| Waco | 20,382 | 287 |
| Columbus, Ga. | 20,234 | 288 |
| Athens | 20,233 | 289 |
| Killeen - Temple | 20,203 | 290 |
| Gainesville | 20,174 | 291 |
| Clarksville - Hopkinsville | 20,154 | 292 |
| Pueblo | 20,153 | 293 |
| El Paso | 20,058 | 294 |
| Fort Smith | 20,038 | 295 |
| Huntington - Ashland | 19,923 | 296 |
| Florence, Ala. | 19,897 | 297 |
| Pine Bluff | 19,861 | 298 |
| Biloxi - Gulfport | 19,775 | 299 |
| Medford | 19,588 | 300 |
| Joplin | 19,538 | 301 |
| Johnstown | 19,456 | 302 |
| Chico | 19,416 | 303 |
| Dothan | 19,320 | 304 |
| Visalia - Tulare - Porterville | 19,283 | 305 |
| Anniston | 19,237 | 306 |
| Florence, S.C. | 18,928 | 307 |
| Tuscaloosa | 18,778 | 308 |
| Alexandria, La. | 18,624 | 309 |
| Monroe | 18,566 | 310 |
| Panama City | 18,130 | 311 |
| Brownsville - Harlingen | 17,588 | 312 |
| Ocala | 17,553 | 313 |
| Gadsden | 17,546 | 314 |
| Las Cruces | 17,214 | 315 |
| Jacksonville, N.C. | 16,506 | 316 |
| McAllen - Edinburg - Mission | 15,460 | 317 |
| Laredo | 15,390 | 318 |
| **Median Above Areas** | **27,960** | |
| **U.S. Median** | **25,888** | |

# Suburban EBI

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 67,273,903 | 1 |
| Chicago | 54,057,365 | 2 |
| Washington | 52,484,89[illegible] | 3 |
| Nassau - Suffolk | 50,659,4[illegible] | 4 |
| Philadelphia | 49,555,862 | 5 |
| Detroit | 46,663,630 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton | 44,445,896 | 7 |
| Anaheim - Santa Ana | 31,345,574 | 8 |
| Atlanta | 30,900,141 | 9 |
| Newark | 28,219,913 | 10 |
| St. Louis | 26,637,602 | 11 |
| Oakland | 26,380,829 | 12 |
| Minneapolis - St. Paul | 26,072,538 | 13 |
| New York | 23,761,185 | 14 |
| Riverside - San Bernardino | 23,279,534 | 15 |
| Bergen - Passaic | 23,010,773 | 16 |
| Baltimore | 22,608,778 | 17 |
| Pittsburgh | 22,565,242 | 18 |
| Seattle | 20,393,531 | 19 |
| Houston | 19,854,192 | 20 |
| Cleveland | 19,805,827 | 21 |
| San Diego | 17,857,171 | 22 |
| Denver | 17,821,515 | 23 |
| Dallas | 17,691,595 | 24 |
| San Francisco | 17,614,036 | 25 |
| Tampa - St. Petersburg - Clearwater | 17,518,142 | 26 |
| Middlesex - Somerset - Hunterdon | 16,658,263 | 27 |
| Monmouth - Ocean | 16,620,174 | 28 |
| Miami - Hialeah | 16,319,080 | 29 |
| Cincinnati | 14,471,674 | 30 |
| Hartford - New Britain - Middletown - Bristol | 14,279,999 | 31 |
| Sacramento | 13,560,977 | 32 |
| Kansas City | 13,192,995 | 33 |
| San Jose | 12,822,526 | 34 |
| Fort Lauderdale - Hollywood - Pompano Beach | 12,752,208 | 35 |
| Rochester, N.Y. | 11,581,504 | 36 |
| Milwaukee | 11,471,982 | 37 |
| Bridgeport - Stamford - Norwalk - Danbury | 10,950,224 | 38 |
| West Palm Beach - Boca Raton - Delray Beach | 10,286,067 | 39 |
| Orlando | 10,229,461 | 40 |
| Portland, Ore | 9,658,860 | 41 |
| Dayton - Springfield | 9,540,165 | 42 |
| Albany - Schenectady - Troy | 9,277,196 | 43 |
| Columbus, Ohio | 9,048,842 | 44 |
| Buffalo | 8,773,498 | 45 |
| New Orleans | 8,675,316 | 46 |
| Providence - Pawtucket - Woonsocket | 8,668,838 | 47 |
| Salt Lake City - Ogden | 8,559,653 | 48 |
| Louisville | 8,207,269 | 49 |
| Richmond - Petersburg | 7,990,412 | 50 |
| **Total Top 50** | **1,072,215,882** | |
| New Haven - Waterbury - Meriden | 7,904,479 | 51 |
| Fort Worth - Arlington | 7,572,052 | 52 |
| Wilmington, Del | 7,237,262 | 53 |
| Birmingham | 7,137,865 | 54 |
| Phoenix | 6,969,206 | 55 |
| Syracuse | 6,944,800 | 56 |
| Harrisburg - Lebanon - Carlisle | 6,925,526 | 57 |
| Lake County, Ill | 6,884,246 | 58 |
| Charlotte - Gastonia - Rock Hill | 6,840,928 | 59 |
| Oxnard - Ventura | 6,821,900 | 60 |
| Scranton - Wilkes-Barre | 6,691,655 | 61 |
| Indianapolis | 6,488,647 | 62 |
| Worcester - Fitchburg - Leominster | 6,429,541 | 63 |
| Allentown - Bethlehem | 6,426,708 | 64 |
| Greensboro - Winston-Salem - High Point | 6,110,765 | 65 |
| Grand Rapids | 6,001,641 | 66 |
| Honolulu | 5,516,682 | 67 |
| Nashville | 5,430,497 | 68 |
| Greenville - Spartanburg | 5,401,773 | 69 |
| Las Vegas | 5,294,643 | 70 |
| Akron | 5,126,894 | 71 |
| Oklahoma City | 5,020,853 | 72 |
| York | 4,722,261 | 73 |
| Trenton | 4,591,887 | 74 |
| Springfield, Mass | 4,589,808 | 75 |
| Lancaster | 4,534,620 | 76 |
| Youngstown - Warren | 4,521,033 | 77 |
| Columbia, S.C. | 4,489,137 | 78 |
| Gary - Hammond | 4,480,320 | 79 |
| Raleigh - Durham | 4,444,889 | 80 |
| Knoxville | 4,408,565 | 81 |
| Tacoma | 4,334,687 | 82 |
| Joliet | 4,207,818 | 83 |
| San Antonio | 4,192,119 | 84 |
| Charleston, S.C. | 4,135,416 | 85 |
| Bakersfield | 4,083,936 | 86 |
| Jersey City | 3,994,140 | 87 |
| Augusta | 3,909,872 | 88 |
| Fresno | 3,870,281 | 89 |
| Tulsa | 3,842,686 | 90 |
| Portsmouth - Dover - Rochester | 3,807,447 | 91 |
| Orange County, N.Y. | 3,772,122 | 92 |
| Poughkeepsie | 3,654,984 | 93 |
| Atlantic City | 3,609,021 | 94 |
| New Bedford - Fall River - Attleboro | 3,606,626 | 95 |
| Toledo | 3,605,247 | 96 |
| Flint | 3,497,025 | 97 |
| Reading | 3,459,213 | 98 |
| Santa Rosa - Petaluma | 3,455,936 | 99 |
| Daytona Beach | 3,427,952 | 100 |
| **Total Top 100** | **1,326,644,973** | |
| Austin | 3,390,544 | 101 |
| Johnson City - Kingsport - Bristol | 3,371,345 | 102 |
| Canton | 3,361,278 | 103 |
| Lansing - East Lansing | 3,360,539 | 104 |
| Baton Rouge | 3,326,365 | 105 |
| Pensacola | 3,168,977 | 106 |
| Tucson | 3,155,930 | 107 |
| Norfolk - Virginia Beach - Newport News | 3,137,976 | 108 |
| Jacksonville, Fla | 3,095,468 | 109 |
| Saginaw - Bay City - Midland | 3,088,538 | 110 |
| Memphis | 3,046,029 | 111 |
| Lakeland - Winter Haven | 3,034,556 | 112 |
| Peoria | 3,021,700 | 113 |
| Binghamton | 3,011,405 | 114 |
| Sarasota | 2,963,661 | 115 |
| Santa Barbara - Santa Maria - Lompoc | 2,939,027 | 116 |
| Chattanooga | 2,927,333 | 117 |
| Aurora - Elgin | 2,915,664 | 118 |
| Melbourne - Titusville - Palm Bay | 2,899,326 | 119 |
| Omaha | 2,869,012 | 120 |
| Santa Cruz | 2,862,721 | 121 |
| New London - Norwich | 2,861,916 | 122 |
| Des Moines | 2,783,992 | 123 |
| Brazoria | 2,748,806 | 124 |
| Fort Myers - Cape Coral | 2,745,642 | 125 |
| Mobile | 2,724,873 | 126 |
| Vallejo - Fairfield - Napa | 2,627,316 | 127 |
| Davenport - Rock Island - Moline | 2,596,172 | 128 |
| Stockton | 2,573,876 | 129 |
| Beaumont - Port Arthur | 2,546,531 | 130 |
| Utica - Rome | 2,510,139 | 131 |
| Salinas - Seaside - Monterey | 2,480,211 | 132 |
| Little Rock - North Little Rock | 2,471,339 | 133 |
| Madison | 2,429,804 | 134 |
| Charleston, W.Va | 2,414,647 | 135 |
| Huntington - Ashland | 2,409,246 | 136 |
| Portland, Me | 2,370,239 | 137 |
| Beaver County, Pa | 2,357,167 | 138 |
| Fort Wayne | 2,350,601 | 139 |
| Manchester - Nashua | 2,343,654 | 140 |
| Ann Arbor | 2,269,788 | 141 |
| Fort Pierce | 2,221,211 | 142 |
| Hickory | 2,182,812 | 143 |
| Erie | 2,166,391 | 144 |
| Kalamazoo | 2,134,509 | 145 |
| Appleton - Oshkosh - Neenah | 2,125,228 | 146 |
| Johnstown | 2,108,373 | 147 |
| Wichita | 2,103,577 | 148 |
| Vancouver | 2,086,916 | 149 |
| Spokane | 2,053,355 | 150 |
| **Total Top 150** | **1,461,390,698** | |
| Hamilton - Middletown | 2,002,785 | 151 |
| Rockford | 1,973,472 | 152 |
| Evansville | 1,930,435 | 153 |
| Niagara Falls | 1,923,325 | 154 |
| Jackson, Miss | 1,920,695 | 155 |
| Bradenton | 1,893,534 | 156 |
| Benton Harbor | 1,815,503 | 157 |
| Fayetteville, N.C. | 1,812,178 | 158 |
| Lorain - Elyria | 1,809,621 | 159 |
| Reno | 1,737,099 | 160 |
| Bremerton | 1,722,427 | 161 |
| Duluth | 1,677,705 | 162 |
| Modesto | 1,675,045 | 163 |
| Salem, Ore | 1,651,940 | 164 |
| Roanoke | 1,641,448 | 165 |
| Chico | 1,613,565 | 166 |
| Olympia | 1,559,695 | 167 |
| Visalia - Tulare - Porterville | 1,492,922 | 168 |
| Wheeling | 1,469,153 | 169 |
| Galveston - Texas City | 1,466,512 | 170 |
| St. Cloud | 1,443,461 | 171 |
| Houma - Thibodaux | 1,425,872 | 172 |
| Fort Walton Beach | 1,417,386 | 173 |
| Muskegon | 1,405,949 | 174 |
| Killeen - Temple | 1,392,966 | 175 |
| Macon - Warner Robins | 1,380,491 | 176 |
| Jackson, Mich | 1,369,020 | 177 |
| Lima | 1,357,707 | 178 |
| Lexington-Fayette | 1,352,910 | 179 |
| Yakima | 1,337,092 | 180 |
| Burlington, Vt | 1,330,228 | 181 |
| Boulder - Longmont | 1,300,546 | 182 |
| Racine | 1,273,069 | 183 |
| Lafayette, La | 1,270,561 | 184 |
| Naples | 1,262,372 | 185 |
| Sharon | 1,252,549 | 186 |
| Gainesville | 1,250,850 | 187 |
| Eugene - Springfield | 1,242,079 | 188 |
| Asheville | 1,241,776 | 189 |
| Ocala | 1,236,648 | 190 |
| Pittsfield | 1,234,071 | 191 |
| Green Bay | 1,197,543 | 192 |
| Charlottesville | 1,194,070 | 193 |
| Bangor | 1,186,512 | 194 |
| Anderson, S.C. | 1,185,350 | 195 |
| Battle Creek | 1,184,903 | 196 |
| Merced | 1,176,054 | 197 |
| Colorado Springs | 1,173,933 | 198 |
| South Bend - Mishawaka | 1,172,670 | 199 |
| Savannah | 1,162,969 | 200 |
| **Total Top 200** | **1,534,591,364** | |
| McAllen - Edinburg - Mission | 1,146,744 | 201 |
| Springfield, Ill | 1,137,902 | 202 |
| Glens Falls | 1,134,711 | 203 |
| Albuquerque | 1,116,484 | 204 |
| Parkersburg - Marietta | 1,093,588 | 205 |
| Biloxi - Gulfport | 1,089,591 | 206 |
| Steubenville - Weirton | 1,078,967 | 207 |
| Athens | 1,071,755 | 208 |
| Lake Charles | 1,069,612 | 209 |
| Pascagoula | 1,055,485 | 210 |
| Tallahassee | 1,051,764 | 211 |
| Yuba City | 1,043,832 | 212 |
| Montgomery | 1,041,200 | 213 |
| Springfield, Mo | 1,027,543 | 214 |
| Boise | 1,006,301 | 215 |
| Williamsport | 991,765 | 216 |
| Elkhart - Goshen | 988,941 | 217 |
| Eau Claire | 974,659 | 218 |
| Florence, Ala | 967,688 | 219 |
| Mansfield | 948,143 | 220 |
| State College | 938,700 | 221 |
| Joplin | 935,429 | 222 |
| Tyler | 920,381 | 223 |
| Medford | 919,726 | 224 |
| Terre Haute | 917,785 | 225 |
| Shreveport | 914,755 | 226 |
| Fort Smith | 913,168 | 227 |
| Hagerstown | 904,617 | 228 |
| Waco | 896,919 | 229 |
| Anniston | 884,916 | 230 |
| Wausau | 884,904 | 231 |
| Altoona | 884,091 | 232 |
| Redding | 883,406 | 233 |
| Lynchburg | 881,983 | 234 |
| Provo - Orem | 867,952 | 235 |
| Monroe | 859,111 | 236 |
| Anderson, Ind | 853,492 | 237 |
| Panama City | 848,601 | 238 |
| Kankakee | 846,824 | 239 |
| Cedar Rapids | 835,657 | 240 |
| Corpus Christi | 830,527 | 241 |
| Fort Collins - Loveland | 820,578 | 242 |
| Jacksonville, N.C. | 816,336 | 243 |
| Alexandria, La | 807,921 | 244 |
| Greeley | 805,364 | 245 |
| Bellingham | 801,665 | 246 |
| Cumberland | 799,879 | 247 |
| Huntsville | 775,644 | 248 |
| Wilmington, N.C. | 769,986 | 249 |
| Santa Fe | 758,689 | 250 |
| **Total Top 250** | **1,581,407,045** | |
| Longview - Marshall | 756,637 | 251 |
| Kokomo | 754,259 | 252 |
| Champaign - Urbana - Rantoul | 752,290 | 253 |
| Richland - Kennewick - Pasco | 750,163 | 254 |
| Sheboygan | 736,232 | 255 |
| Florence, S.C. | 735,659 | 256 |
| Elmira | 734,736 | 257 |
| Kenosha | 718,233 | 258 |
| Burlington, N.C. | 708,439 | 259 |
| Brownsville - Harlingen | 702,011 | 260 |
| Danville, Va | 680,051 | 261 |
| Dothan | 677,515 | 262 |
| Tuscaloosa | 673,201 | 263 |
| Columbus, Ga | 665,284 | 264 |
| Lafayette - West Lafayette | 658,370 | 265 |
| Texarkana | 651,178 | 266 |
| Waterloo - Cedar Falls | 636,759 | 267 |
| Janesville - Beloit | 635,398 | 268 |
| Topeka | 612,322 | 269 |
| Fargo - Moorhead | 611,465 | 270 |
| Columbia, Mo | 611,079 | 271 |
| Bloomington, Ind | 604,278 | 272 |
| La Crosse | 598,354 | 273 |
| Muncie | 589,832 | 274 |
| Bloomington - Normal | 551,676 | 275 |
| Rochester, Minn | 545,019 | 276 |
| Las Cruces | 518,414 | 277 |
| Gadsden | 513,779 | 278 |
| Iowa City | 509,356 | 279 |
| El Paso | 506,542 | 280 |
| Decatur, Ill | 503,915 | 281 |
| Billings | 483,483 | 282 |
| Decatur, Ala | 480,925 | 283 |
| Clarksville - Hopkinsville | 467,574 | 284 |
| Sherman - Denison | 465,348 | 285 |
| Vineland - Millville - Bridgeton | 448,189 | 286 |
| Amarillo | 436,242 | 287 |
| Lewiston - Auburn | 432,286 | 288 |
| Fayetteville - Springdale | 412,037 | 289 |
| Bismarck | 404,130 | 290 |
| Albany, Ga | 390,523 | 291 |
| Sioux City | 390,425 | 292 |
| Lincoln | 366,195 | 293 |
| Lubbock | 356,945 | 294 |
| Odessa | 354,755 | 295 |
| Sioux Falls | 337,415 | 296 |
| Owensboro | 333,162 | 297 |
| Grand Forks | 322,109 | 298 |
| Dubuque | 318,864 | 299 |
| Lawton | 314,695 | 300 |
| Rapid City | 297,522 | 301 |
| Wichita Falls | 297,465 | 302 |
| Casper | 280,204 | 303 |
| Jackson, Tenn | 269,908 | 304 |
| Pueblo | 255,926 | 305 |
| Cheyenne | 222,926 | 306 |
| Great Falls | 218,203 | 307 |
| Victoria | 215,643 | 308 |
| Lawrence, Kans | 199,976 | 309 |
| Pine Bluff | 183,804 | 310 |
| Midland, Tex | 160,226 | 311 |
| St. Joseph | 155,439 | 312 |
| San Angelo | 153,803 | 313 |
| Enid | 141,546 | 314 |
| Bryan - College Station | 141,517 | 315 |
| Abilene | 124,824 | 316 |
| Laredo | 76,240 | 317 |
| Anchorage | 0 | 318 |
| **Total Above Areas** | **1,612,219,965** | |
| **Percent of U.S.** | **100.0000** | |
| **U.S. Total** | **1,612,219,965** | |

# Households with EBIs of $50,000 and Above

| Area | (Thous.) | Rank |
|---|---|---|
| **Los Angeles-Long Beach** | 811.0 | 1 |
| **New York** | 713.7 | 2 |
| **Chicago** | 569.2 | 3 |
| **Washington** | 500.6 | 4 |
| **Philadelphia** | 415.1 | 5 |
| **Boston-Lawrence-Salem-Lowell-Brockton** | 408.6 | 6 |
| **Nassau-Suffolk** | 392.2 | 7 |
| **Detroit** | 330.3 | 8 |
| **Anaheim-Santa Ana** | 267.8 | 9 |
| **Oakland** | 239.5 | 10 |
| **Minneapolis-St. Paul** | 231.2 | 11 |
| **Houston** | 228.2 | 12 |
| **Newark** | 222.3 | 13 |
| **Atlanta** | 220.8 | 14 |
| **San Francisco** | 212.4 | 15 |
| **San Diego** | 206.6 | 16 |
| **San Jose** | 200.6 | 17 |
| **Seattle** | 199.2 | 18 |
| **Dallas** | 198.6 | 19 |
| **St. Louis** | 183.2 | 20 |
| **Baltimore** | 179.8 | 21 |
| **Bergen-Passaic** | 171.6 | 22 |
| **Riverside-San Bernardino** | 157.1 | 23 |
| **Denver** | 145.2 | 24 |
| **Phoenix** | 144.[illegible] | 25 |
| **Miami-Hialeah** | 131.2 | 26 |
| **Middlesex-Somerset-Hunterdon, N.J.** | 130.3 | 27 |
| **Cleveland** | 127.7 | 28 |
| **Bridgeport-Stamford-Norwalk-Danbury** | 125.1 | 29 |
| **Hartford-New Britain-Middletown-Bristol** | 124.1 | 30 |
| **Kansas City** | 123.2 | 31 |
| **Pittsburgh** | 121.2 | 32 |
| **Tampa-St. Petersburg-Clearwater** | 121.0 | 33 |
| **Sacramento** | 116.8 | 34 |
| **Monmouth-Ocean** | 108.0 | 35 |
| **Fort Lauderdale-Hollywood-Pompano Beach** | 107.9 | 36 |
| **Milwaukee** | 98.1 | 37 |
| **Cincinnati** | 96.6 | 38 |
| **Fort Worth-Arlington** | 92.2 | 39 |
| **New Haven-Waterbury-Meriden** | 84.8 | 40 |
| **Norfolk-Virginia Beach-Newport News** | 84.1 | 41 |
| **Indianapolis** | 84.0 | 42 |
| **Rochester, N.Y.** | 81.7 | 43 |
| **West Palm Beach-Boca Raton-Delray Beach** | 80.5 | 44 |
| **Columbus, Ohio** | 76.7 | 45 |
| **Honolulu** | 74.1 | 46 |
| **Oxnard-Ventura** | 72.0 | 47 |
| **Portland, Ore.** | 69.3 | 48 |
| **New Orleans** | 65.2 | 49 |
| **Albany-Schenectady-Troy** | 63.7 | 50 |
| **Total Top 50** | **10,003.3** | |
| **Nashville** | 62.8 | 51 |
| **Orlando** | 62.4 | 52 |
| **Richmond-Petersburg** | 62.1 | 53 |
| **Providence-Pawtucket-Woonsocket** | 60.4 | 54 |
| **San Antonio** | 59.8 | 55 |
| **Jacksonville, Fla.** | 57.8 | 56 |
| **Dayton-Springfield** | 56.9 | 57 |
| **Charlotte-Gastonia-Rock Hill** | 56.5 | 58 |
| **Buffalo** | 56.1 | 59 |
| **Lake County, Ill.** | 53.8 | 60 |
| **Worcester-Fitchburg-Leominster** | 52.9 | 61 |
| **Louisville** | 51.6 | 62 |
| **Raleigh-Durham** | 51.4 | 63 |
| **Austin** | 51.0 | 64 |
| **Salt Lake City-Ogden** | 51.0 | 64 |
| **Omaha** | 49.2 | 66 |
| **Oklahoma City** | 48.4 | 67 |
| **Memphis** | 48.2 | 68 |
| **Syracuse** | 46.6 | 69 |
| **Greensboro-Winston-Salem-High Point** | 46.5 | 70 |
| **Wilmington, Del.** | 46.4 | 71 |
| **Allentown-Bethlehem** | 43.2 | 72 |
| **Grand Rapids** | 42.2 | 73 |
| **Birmingham** | 41.2 | 74 |
| **Toledo** | 40.6 | 75 |
| **Harrisburg-Lebanon-Carlisle** | 39.9 | 76 |
| **Fresno** | 39.8 | 77 |
| **Trenton** | 39.4 | 78 |
| **Las Vegas** | 38.8 | 79 |
| **Akron** | 38.1 | 80 |
| **Springfield, Mass.** | 38.0 | 81 |
| **Santa Rosa-Petaluma** | 36.6 | 82 |
| **Manchester-Nashua** | 36.2 | 83 |
| **Wichita** | 35.4 | 84 |
| **Tulsa** | 33.9 | 85 |
| **Jersey City** | 33.2 | 86 |
| **Bakersfield** | 32.5 | 87 |
| **Santa Barbara-Santa Maria-Lompoc** | 32.3 | 88 |
| **Vallejo-Fairfield-Napa** | 31.1 | 89 |
| **Scranton-Wilkes-Barre** | 30.3 | 90 |
| **Little Rock-North Little Rock** | 30.2 | 91 |
| **Tucson** | 30.1 | 92 |
| **Portsmouth-Dover-Rochester** | 29.9 | 93 |
| **Joliet** | 29.7 | 94 |
| **Knoxville** | 29.5 | 95 |
| **Peoria** | 29.0 | 96 |
| **Baton Rouge** | 28.3 | 97 |
| **Aurora-Elgin** | 28.2 | 98 |
| **Gary-Hammond** | 27.9 | 99 |
| **New Bedford-Fall River-Attleboro** | 27.6 | 100 |
| **Total Top 100** | **12,128.4** | |
| **Lansing-East Lansing** | 27.5 | 101 |
| **Stockton** | 27.2 | 102 |
| **Poughkeepsie** | 26.7 | 103 |
| **Youngstown-Warren** | 26.5 | 104 |
| Columbia, S.C. | 25.3 | 105 |
| Anchorage | 25.0 | 106 |
| Davenport-Rock Island-Moline | 25.0 | 106 |
| Des Moines | 24.6 | 108 |
| Beaumont-Port Arthur | 24.5 | 109 |
| Lancaster | 23.7 | 110 |
| Madison | 23.5 | 111 |
| Albuquerque | 23.3 | 112 |
| Salinas-Seaside-Monterey | 23.3 | 112 |
| New London-Norwich | 22.3 | 114 |
| Tacoma | 22.3 | 114 |
| York | 22.1 | 116 |
| Santa Cruz | 22.0 | 117 |
| Saginaw-Bay City-Midland | 21.9 | 118 |
| Colorado Springs | 21.4 | 119 |
| Mobile | 21.2 | 120 |
| Melbourne-Titusville-Palm Bay | 21.1 | 121 |
| Greenville-Spartanburg | 20.8 | 122 |
| Orange County, N.Y. | 20.3 | 123 |
| Ann Arbor | 19.9 | 124 |
| Fort Wayne | 19.7 | 125 |
| Binghamton | 19.6 | 126 |
| Lexington-Fayette | 19.4 | 127 |
| Pensacola | 19.3 | 128 |
| Flint | 19.2 | 129 |
| Fort Myers-Cape Coral | 19.1 | 130 |
| Reno | 19.1 | 130 |
| Jackson, Miss. | 18.9 | 132 |
| Reading | 18.9 | 132 |
| Huntsville | 18.8 | 134 |
| Augusta | 18.5 | 135 |
| El Paso | 18.4 | 136 |
| Modesto | 18.4 | 136 |
| Chattanooga | 18.2 | 138 |
| Daytona Beach | 18.1 | 139 |
| Rockford | 18.0 | 140 |
| Atlantic City | 17.8 | 141 |
| Sarasota | 17.8 | 141 |
| Johnson City-Kingsport-Bristol | 17.6 | 143 |
| Macon-Warner Robins | 17.3 | 144 |
| Lincoln | 16.8 | 145 |
| Brazoria | 16.5 | 146 |
| Canton | 16.5 | 146 |
| Shreveport | 16.5 | 146 |
| Kalamazoo | 16.4 | 149 |
| Boulder-Longmont | 16.3 | 150 |
| **Total Top 150** | **13,160.9** | |
| Erie | 16.2 | 151 |
| Appleton-Oshkosh-Neenah | 16.1 | 152 |
| Charleston, S.C. | 16.0 | 153 |
| Portland, Me. | 15.9 | 154 |
| Evansville | 15.6 | 155 |
| Lakeland-Winter Haven | 15.5 | 156 |
| Lorain-Elyria | 15.4 | 157 |
| Utica-Rome | 15.4 | 157 |
| Corpus Christi | 15.2 | 159 |
| Spokane | 15.0 | 160 |
| Hamilton-Middletown | 14.1 | 161 |
| Savannah | 13.9 | 162 |
| Montgomery | 13.8 | 163 |
| Galveston-Texas City | 13.6 | 164 |
| Richland-Kennewick-Pasco | 13.6 | 164 |
| Tallahassee | 13.2 | 166 |
| Charleston, W. Va. | 13.0 | 167 |
| Roanoke | 12.7 | 168 |
| Topeka | 12.5 | 169 |
| Vancouver | 12.4 | 170 |
| Duluth | 12.3 | 171 |
| South Bend-Mishawaka | 12.2 | 172 |
| Kenosha | 11.9 | 173 |
| Fort Pierce | 11.2 | 174 |
| Amarillo | 11.1 | 175 |
| Lafayette, La. | 11.1 | 175 |
| Racine | 11.1 | 175 |
| Cedar Rapids | 10.8 | 178 |
| Huntington-Ashland | 10.6 | 179 |
| Niagara Falls | 10.6 | 179 |
| Springfield, Mo. | 10.6 | 179 |
| Gainesville | 10.5 | 182 |
| Olympia | 10.5 | 182 |
| Boise | 10.3 | 184 |
| Bradenton | 10.3 | 184 |
| Burlington, Vt. | 10.3 | 184 |
| Bremerton | 9.9 | 187 |
| Battle Creek | 9.8 | 188 |
| Beaver County, Pa. | 9.6 | 189 |
| Midland, Tex. | 9.5 | 190 |
| Tyler | 9.5 | 190 |
| Springfield, Ill. | 9.4 | 192 |
| Waterloo-Cedar Falls | 9.4 | 192 |
| Bloomington-Normal | 9.2 | 194 |
| Fort Collins-Loveland | 9.2 | 194 |
| Visalia-Tulare-Porterville | 9.2 | 194 |
| Champaign-Urbana-Rantoul | 9.1 | 197 |
| Columbus, Ga. | 9.1 | 197 |
| Pittsfield | 9.1 | 197 |
| Decatur, Ill. | 9.0 | 200 |
| **Total Top 200** | **13,756.4** | |
| Lubbock | 9.0 | 200 |
| Eugene-Springfield | 8.9 | 202 |
| Odessa | 8.9 | 202 |
| Green Bay | 8.8 | 204 |
| Santa Fe | 8.8 | 204 |
| Rochester, Minn. | 8.7 | 206 |
| Hickory | 8.6 | 207 |
| Jackson, Mich. | 8.5 | 208 |
| Lynchburg | 8.5 | 208 |
| Houma-Thibodaux | 8.4 | 210 |
| Naples | 8.3 | 211 |
| Fargo-Moorhead | 8.2 | 212 |
| Fort Walton Beach | 8.2 | 212 |
| Killeen-Temple | 8.2 | 212 |
| Vineland-Millville-Bridgeton | 8.2 | 212 |
| Sioux Falls | 8.1 | 216 |
| Charlottesville | 7.9 | 217 |
| Lima | 7.9 | 217 |
| Longview-Marshall | 7.9 | 217 |
| Waco | 7.9 | 217 |
| Lake Charles | 7.8 | 221 |
| Kokomo | 7.5 | 222 |
| Muskegon | 7.5 | 222 |
| St. Cloud | 7.5 | 222 |
| Bryan-College Station | 7.4 | 225 |
| Salem, Ore. | 7.4 | 225 |
| Benton Harbor | 7.3 | 227 |
| Biloxi-Gulfport | 7.3 | 227 |
| Columbia, Mo. | 7.3 | 227 |
| Fayetteville, N.C. | 7.3 | 227 |
| Elkhart-Goshen | 7.2 | 231 |
| Chico | 7.1 | 232 |
| Janesville-Beloit | 7.0 | 233 |
| McAllen-Edinburg-Mission | 7.0 | 233 |
| Brownsville-Harlingen | 6.7 | 235 |
| Merced | 6.7 | 235 |
| Yakima | 6.7 | 235 |
| Lafayette-West Lafayette | 6.6 | 238 |
| Fort Smith | 6.5 | 239 |
| Anderson, Ind. | 6.4 | 240 |
| Asheville | 6.4 | 240 |
| Terre Haute | 6.3 | 242 |
| Athens | 6.2 | 243 |
| Bangor | 6.2 | 243 |
| Pascagoula | 6.1 | 245 |
| Eau Claire | 5.9 | 246 |
| Provo-Orem | 5.9 | 246 |
| Redding | 5.9 | 246 |
| Sheboygan | 5.9 | 246 |
| Mansfield | 5.8 | 250 |
| **Total Top 250** | **14,127.1** | |
| Billings | 5.7 | 251 |
| Grand Forks | 5.7 | 251 |
| Wheeling | 5.7 | 251 |
| Yuba City | 5.7 | 251 |
| Johnstown | 5.6 | 255 |
| Ocala | 5.6 | 255 |
| Glens Falls | 5.4 | 257 |
| Iowa City | 5.4 | 257 |
| Bellingham | 5.3 | 259 |
| Muncie | 5.3 | 259 |
| Bismarck | 5.2 | 261 |
| San Angelo | 5.2 | 261 |
| Sharon | 5.2 | 261 |
| Wichita Falls | 5.2 | 261 |
| Greeley | 5.1 | 265 |
| Bloomington, Ind. | 5.0 | 266 |
| Hagerstown | 5.0 | 266 |
| Parkersburg-Marietta | 5.0 | 266 |
| Steubenville-Weirton | 5.0 | 266 |
| Williamsport | 5.0 | 266 |
| Abilene | 4.9 | 271 |
| Clarksville-Hopkinsville | 4.9 | 271 |
| Wausau | 4.8 | 273 |
| La Crosse | 4.7 | 274 |
| Monroe | 4.7 | 274 |
| Sherman-Denison | 4.7 | 274 |
| State College | 4.7 | 274 |
| Tuscaloosa | 4.7 | 274 |
| Wilmington, N.C. | 4.7 | 274 |
| Alexandria, La. | 4.6 | 280 |
| Fayetteville-Springdale | 4.6 | 280 |
| Joplin | 4.6 | 280 |
| Kankakee | 4.6 | 280 |
| Texarkana | 4.6 | 280 |
| Albany, Ga. | 4.5 | 285 |
| Altoona | 4.5 | 285 |
| Danville, Va. | 4.5 | 285 |
| Pueblo | 4.5 | 285 |
| Rapid City | 4.5 | 285 |
| Anderson, S.C. | 4.3 | 290 |
| Florence, Ala. | 4.3 | 290 |
| Lewiston-Auburn | 4.3 | 290 |
| Lawton | 4.2 | 293 |
| Sioux City | 4.1 | 294 |
| Burlington, N.C. | 4.0 | 295 |
| Casper | 4.0 | 295 |
| Las Cruces | 4.0 | 295 |
| St. Joseph | 4.0 | 295 |
| Lawrence, Kans. | 3.9 | 299 |
| Pine Bluff | 3.9 | 299 |
| Dothan | 3.8 | 301 |
| Elmira | 3.8 | 301 |
| Medford | 3.7 | 303 |
| Panama City | 3.7 | 303 |
| Great Falls | 3.6 | 305 |
| Jackson, Tenn. | 3.6 | 305 |
| Cheyenne | 3.5 | 307 |
| Cumberland | 3.5 | 307 |
| Dubuque | 3.5 | 307 |
| Victoria | 3.5 | 307 |
| Owensboro | 3.4 | 311 |
| Anniston | 3.2 | 312 |
| Decatur, Ala. | 3.1 | 313 |
| Florence, S.C. | 3.1 | 313 |
| Enid | 2.7 | 315 |
| Gadsden | 2.6 | 316 |
| Laredo | 2.4 | 317 |
| Jacksonville, N.C. | 1.6 | 318 |
| **Total Above Areas** | **14,425.0** | |
| **Percent of U.S.** | **87.9638** | |
| **U.S. Total** | **16,398.8** | |

# Buying Power Index (BPI)

| Area | BPI | Rank |
|---|---|---|
| Los Angeles-Long Beach | 3.9273 | 1 |
| New York | 3.6612 | 2 |
| Chicago | 2.7573 | 3 |
| Philadelphia | 2.1427 | 4 |
| Washington | 1.9123 | 5 |
| Boston-Lawrence-Salem-Lowell-Brockton | 1.8835 | 6 |
| Detroit | 1.8671 | 7 |
| Nassau-Suffolk | 1.4313 | 8 |
| Houston | 1.3850 | 9 |
| Atlanta | 1.2013 | 10 |
| Minneapolis-St. Paul | 1.1219 | 11 |
| Anaheim-Santa Ana | 1.1072 | 12 |
| Dallas | 1.0932 | 13 |
| St. Louis | 1.0480 | 14 |
| San Diego | 1.0429 | 15 |
| Baltimore | .9713 | 16 |
| Oakland | .9668 | 17 |
| San Francisco | .9138 | 18 |
| Newark | .9046 | 19 |
| Seattle | .8685 | 20 |
| Riverside-San Bernardino | .8566 | 21 |
| Pittsburgh | .8415 | 22 |
| Phoenix | .8397 | 23 |
| Tampa-St. Petersburg-Clearwater | .8236 | 24 |
| Miami-Hialeah | .8034 | 25 |
| Cleveland | .7914 | 26 |
| Denver | .7364 | 27 |
| San Jose | .7331 | 28 |
| Bergen-Passaic | .7058 | 29 |
| Kansas City | .6898 | 30 |
| Cincinnati | .6014 | 31 |
| Sacramento | .6012 | 32 |
| Milwaukee | .5858 | 33 |
| Fort Lauderdale-Hollywood-Pompano Beach | .5624 | 34 |
| Hartford-New Britain-Middletown-Bristol | .5487 | 35 |
| Columbus, Ohio | .5474 | 36 |
| Norfolk-Virginia Beach-Newport News | .5344 | 37 |
| Fort Worth-Arlington | .5318 | 38 |
| Indianapolis | .5297 | 39 |
| New Orleans | .5157 | 40 |
| Bridgeport-Stamford-Norwalk-Danbury | .5060 | 41 |
| Middlesex-Somerset-Hunterdon | .5017 | 42 |
| Portland, Ore. | .4977 | 43 |
| Monmouth-Ocean | .4760 | 44 |
| San Antonio | .4574 | 45 |
| Charlotte-Gastonia-Rock Hill | .4417 | 46 |
| Rochester, N.Y. | .4338 | 47 |
| Oklahoma City | .4288 | 48 |
| Orlando | .4197 | 49 |
| West Palm Beach-Boca Raton-Delray Beach | .4104 | 50 |
| **Total Top 50** | **50.0497** | |
| Nashville | .3914 | 51 |
| Louisville | .3877 | 52 |
| Buffalo | .3844 | 53 |
| Dayton-Springfield | .3823 | 54 |
| New Haven-Waterbury-Meriden | .3796 | 55 |
| Providence-Pawtucket-Woonsocket | .3790 | 56 |
| Memphis | .3752 | 57 |
| Albany-Schenectady-Troy | .3701 | 58 |
| Salt Lake City-Ogden | .3664 | 59 |
| Greensboro-Winston-Salem-High Point | .3657 | 60 |
| Richmond-Petersburg | .3607 | 61 |
| Honolulu | .3591 | 62 |
| Jacksonville, Fla. | .3518 | 63 |
| Birmingham | .3288 | 64 |
| Austin | .3077 | 65 |
| Worcester-Fitchburg-Leominster | .2953 | 66 |
| Raleigh-Durham | .2934 | 67 |
| Tulsa | .2836 | 68 |
| Oxnard-Ventura | .2801 | 69 |
| Allentown-Bethlehem | .2792 | 70 |
| Scranton-Wilkes-Barre | .2751 | 71 |
| Grand Rapids | .2749 | 72 |
| Omaha | .2728 | 73 |
| Syracuse | .2703 | 74 |
| Toledo | .2698 | 75 |
| Las Vegas | .2635 | 76 |
| Harrisburg-Lebanon-Carlisle | .2615 | 77 |
| Akron | .2604 | 78 |
| Springfield, Mass. | .2531 | 79 |
| Wilmington, Del. | .2445 | 80 |
| Knoxville | .2444 | 81 |
| Lake County, Ill. | .2375 | 82 |
| Tucson | .2374 | 83 |
| Gary-Hammond | .2344 | 84 |
| Fresno | .2342 | 85 |
| Greenville-Spartanburg | .2273 | 86 |
| New Bedford-Fall River-Attleboro | .2117 | 87 |
| Jersey City | .2099 | 88 |
| Little Rock-North Little Rock | .2053 | 89 |
| Baton Rouge | .2037 | 90 |
| Tacoma | .1998 | 91 |
| Bakersfield | .1983 | 92 |
| Wichita | .1955 | 93 |
| Youngstown-Warren | .1954 | 94 |
| Albuquerque | .1854 | 95 |
| Lansing-East Lansing | .1797 | 96 |
| Columbia, S.C. | .1766 | 97 |
| Flint | .1754 | 98 |
| El Paso | .1732 | 99 |
| Charleston, S.C. | .1729 | 100 |
| **Total Top 100** | **63.7012** | |
| Mobile | .1726 | 101 |
| Santa Barbara-Santa Maria-Lompoc | .1708 | 102 |
| Manchester-Nashua | .1707 | 103 |
| Des Moines | .1703 | 104 |
| Stockton | .1666 | 105 |
| Vallejo-Fairfield-Napa | .1653 | 106 |
| Santa Rosa-Petaluma | .1648 | 107 |
| Lancaster | .1634 | 108 |
| Chattanooga | .1630 | 109 |
| Saginaw-Bay City-Midland | .1630 | 109 |
| Trenton | .1628 | 111 |
| Portsmouth-Dover-Rochester | .1599 | 112 |
| Johnson City-Kingsport-Bristol | .1596 | 113 |
| Madison | .1581 | 114 |
| Davenport-Rock Island-Moline | .1569 | 115 |
| York | .1557 | 116 |
| Beaumont-Port Arthur | .1547 | 117 |
| Peoria | .1523 | 118 |
| Colorado Springs | .1515 | 119 |
| Canton | .1513 | 120 |
| Joliet | .1475 | 121 |
| Aurora-Elgin | .1472 | 122 |
| Melbourne-Titusville-Palm Bay | .1470 | 123 |
| Jackson, Miss. | .1446 | 124 |
| Fort Wayne | .1439 | 125 |
| Augusta | .1432 | 126 |
| Lexington-Fayette | .1419 | 127 |
| Reading | .1408 | 128 |
| Lakeland-Winter Haven | .1405 | 129 |
| Atlantic City | .1380 | 130 |
| Salinas-Seaside-Monterey | .1379 | 131 |
| Spokane | .1345 | 132 |
| Shreveport | .1342 | 133 |
| Corpus Christi | .1338 | 134 |
| Daytona Beach | .1337 | 135 |
| Pensacola | .1307 | 136 |
| Fort Myers-Cape Coral | .1277 | 137 |
| Modesto | .1234 | 138 |
| Anchorage | .1229 | 139 |
| Portland, Me. | .1225 | 140 |
| Hickory | .1213 | 141 |
| Appleton-Oshkosh-Neenah | .1204 | 142 |
| Rockford | .1197 | 143 |
| Utica-Rome | .1186 | 144 |
| Ann Arbor | .1180 | 145 |
| Orange County, N.Y. | .1173 | 146 |
| Huntington-Ashland | .1161 | 147 |
| New London-Norwich | .1155 | 148 |
| Evansville | .1149 | 149 |
| Poughkeepsie | .1109 | 150 |
| **Total Top 150** | **70.8548** | |
| Reno | .1058 | 151 |
| Macon-Warner Robins | [illegible] | 152 |
| Montgomery | [illegible] | 153 |
| Binghamton | .1029 | 154 |
| Erie | .1025 | 155 |
| Charleston, W.Va. | .1024 | 156 |
| Lorain-Elyria | .1021 | 157 |
| McAllen-Edinburg-Mission | .1013 | 158 |
| Santa Cruz | .0999 | 159 |
| South Bend-Mishawaka | .0990 | 160 |
| Visalia-Tulare-Porterville | .0988 | 161 |
| Hamilton-Middletown | .0983 | 162 |
| Duluth | .0976 | 163 |
| Boulder-Longmont | .0974 | 164 |
| Huntsville | .0971 | 165 |
| Kalamazoo | .0970 | 166 |
| Eugene-Springfield | .0949 | 167 |
| Roanoke | .0946 | 168 |
| Savannah | .0943 | 169 |
| Springfield, Mo. | .0913 | 170 |
| Fayetteville, N.C. | .0912 | 171 |
| Lincoln | .0906 | 172 |
| Columbus, Ga. | .0881 | 173 |
| Fort Pierce | .0877 | 174 |
| Galveston-Texas City | .0874 | 175 |
| Lafayette, La. | .0871 | 176 |
| Salem, Ore. | .0867 | 177 |
| Lubbock | .0859 | 178 |
| Tallahassee | .0847 | 179 |
| [illegible] | .0837 | 180 |
| Amarillo | .0834 | 181 |
| Killeen-Temple | .0816 | 182 |
| Niagara Falls | .0811 | 183 |
| Brazoria | .0798 | 184 |
| Springfield, Ill. | .0798 | 184 |
| Johnstown | .0788 | 186 |
| Bradenton | .0786 | 187 |
| Brownsville-Harlingen | .0778 | 188 |
| Boise | .0773 | 189 |
| Gainesville | .0770 | 190 |
| Vancouver | .0765 | 191 |
| Green Bay | .0758 | 192 |
| St. Cloud | .0739 | 193 |
| Cedar Rapids | .0727 | 194 |
| Topeka | .0722 | 195 |
| Biloxi-Gulfport | .0718 | 196 |
| Beaver County, Pa. | .0699 | 197 |
| Asheville | .0697 | 198 |
| Champaign-Urbana-Rantoul | .0695 | 199 |
| Fort Collins-Loveland | .0690 | 200 |
| **Total Top 200** | **75.2722** | |
| Longview-Marshall | .0690 | 200 |
| Racine | .0690 | 200 |
| Waco | .0690 | 200 |
| Provo-Orem | .0674 | 204 |
| Houma-Thibodaux | .0673 | 205 |
| Odessa | .0654 | 206 |
| Ocala | .0652 | 207 |
| Chico | .0646 | 208 |
| Pittsfield | .0646 | 208 |
| Wheeling | .0644 | 210 |
| Lake Charles | .0638 | 211 |
| Yakima | .0634 | 212 |
| Bremerton | .0631 | 213 |
| Fort Smith | .0628 | 214 |
| Tyler | .0628 | 214 |
| Fargo-Moorhead | .0627 | 216 |
| Burlington, Vt. | .0622 | 217 |
| Lima | .0616 | 218 |
| Olympia | .0610 | 219 |
| Elkhart-Goshen | .0607 | 220 |
| Waterloo-Cedar Falls | .0606 | 221 |
| Benton Harbor | .0602 | 222 |
| Naples | .0602 | 222 |
| Richland-Kennewick-Pasco | .0602 | 222 |
| Lynchburg | .0593 | 225 |
| Fort Walton Beach | .0590 | 226 |
| Midland, Tex. | .0579 | 227 |
| Parkersburg-Marietta | .0579 | 227 |
| Sioux Falls | .0579 | 227 |
| Merced | .0571 | 230 |
| Muskegon | .0571 | 230 |
| Bangor | .0568 | 232 |
| Battle Creek | .0560 | 233 |
| Charlottesville | .0559 | 234 |
| Terre Haute | .0559 | 234 |
| Jackson, Mich. | .0553 | 236 |
| Janesville-Beloit | .0547 | 237 |
| Bloomington-Normal | .0545 | 238 |
| Eau Claire | .0541 | 239 |
| Athens | .0535 | 240 |
| Clarksville-Hopkinsville | .0534 | 241 |
| Decatur, Ill. | .0534 | 241 |
| Vineland-Millville-Bridgeton | .0534 | 241 |
| Abilene | .0528 | 244 |
| Steubenville-Weirton | .0521 | 245 |
| Wichita Falls | .0516 | 246 |
| Kenosha | .0515 | 247 |
| Redding | .0514 | 248 |
| Billings | .0511 | 249 |
| Mansfield | .0508 | 250 |
| **Total Top 250** | **78.2278** | |
| Anderson, Ind. | .0507 | 251 |
| Anderson, S.C. | .0496 | 252 |
| Bryan-College Station | .0496 | 252 |
| Altoona | .0494 | 254 |
| Medford | .0491 | 255 |
| Joplin | .0489 | 256 |
| Muncie | .0487 | 257 |
| Tuscaloosa | .0486 | 258 |
| Monroe | .0485 | 259 |
| Wilmington, N.C. | .0484 | 260 |
| Lafayette-West Lafayette | .0483 | 261 |
| Rochester, Minn. | .0478 | 262 |
| Dothan | .0472 | 263 |
| Alexandria, La. | .0468 | 264 |
| Florence, Ala. | .0467 | 265 |
| Santa Fe | .0466 | 266 |
| Panama City | .0456 | 267 |
| Glens Falls | .0451 | 268 |
| Greeley | .0450 | 269 |
| [illegible] | .0448 | 270 |
| Texarkana | .0448 | 270 |
| Kokomo | .0447 | 272 |
| Sharon | .0442 | 273 |
| Sioux City | .0441 | 274 |
| Bellingham | .0439 | 275 |
| Burlington, N.C. | .0439 | 275 |
| Williamsport | .0438 | 277 |
| Columbia, Mo. | .0431 | 278 |
| Hagerstown | .0430 | 279 |
| Albany, Ga. | .0427 | 280 |
| Pueblo | .0425 | 281 |
| San Angelo | .0421 | 282 |
| Yuba City | .0421 | 282 |
| Laredo | .0420 | 284 |
| State College | .0413 | 285 |
| Wausau | .0412 | 286 |
| Florence, S.C. | .0411 | 287 |
| Fayetteville-Springdale | .0409 | 288 |
| Lawton | .0409 | 288 |
| Lewiston-Auburn | .0405 | 290 |
| Jacksonville, N.C. | .0394 | 291 |
| Sheboygan | .0393 | 292 |
| La Crosse | .0389 | 293 |
| Las Cruces | .0388 | 294 |
| Danville, Va. | .0384 | 295 |
| Bloomington, Ind. | .0381 | 296 |
| Anniston | .0380 | 297 |
| Bismarck | .0376 | 298 |
| Sherman-Denison | .0375 | 299 |
| Kankakee | .0372 | 300 |
| Cumberland | .0360 | 301 |
| Elmira | .0354 | 302 |
| Rapid City | .0352 | 303 |
| Owensboro | .0347 | 304 |
| St. Joseph | .0344 | 305 |
| Decatur, Ala. | .0343 | 306 |
| Iowa City | .0341 | 307 |
| Dubuque | .0338 | 308 |
| Jackson, Tenn. | .0325 | 309 |
| Gadsden | .0321 | 310 |
| Cheyenne | .0319 | 311 |
| Grand Forks | .0317 | 312 |
| Victoria | .0309 | 313 |
| Casper | .0308 | 314 |
| Great Falls | .0306 | 315 |
| Pine Bluff | .0302 | 316 |
| Lawrence, Kans. | .0271 | 317 |
| Enid | .0247 | 318 |
| **Total Above Areas** | **80.9996** | |
| **Percent of U.S.** | **80.9996** | |
| **U.S. Total** | **100.0000** | |

# Total Retail Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 56,746,834 | 1 |
| New York | 47,732,464 | 2 |
| Chicago | 40,744,473 | 3 |
| Philadelphia | 32,943,827 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton | 30,766,529 | 5 |
| Detroit | 29,363,285 | 6 |
| Washington | 29,194,343 | 7 |
| Houston | 22,796,309 | 8 |
| Nassau - Suffolk | 21,824,947 | 9 |
| Atlanta | 20,794,968 | 10 |
| Dallas | 17,907,833 | 11 |
| Minneapolis - St. Paul | 17,640,652 | 12 |
| Anaheim - Santa Ana | 17,071,107 | 13 |
| St. Louis | 16,439,385 | 14 |
| San Diego | 15,293,123 | 15 |
| Baltimore | 15,247,372 | 16 |
| San Francisco | 14,886,534 | 17 |
| Miami - Hialeah | 14,751,212 | 18 |
| Oakland | 13,828,009 | 19 |
| Tampa - St. Petersburg - Clearwater | 13,442,895 | 20 |
| Phoenix | 13,076,432 | 21 |
| Seattle | 13,063,631 | 22 |
| Cleveland | 12,736,299 | 23 |
| Newark | 12,329,603 | 24 |
| Pittsburgh | 12,322,375 | 25 |
| Riverside - San Bernardino | 12,096,998 | 26 |
| Denver | 11,751,410 | 27 |
| Bergen - Passaic | 11,216,841 | 28 |
| Kansas City | 11,016,106 | 29 |
| San Jose | 10,772,138 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach | 10,067,896 | 31 |
| Cincinnati | 9,513,583 | 32 |
| Sacramento | 9,145,316 | 33 |
| Columbus, Ohio | 8,959,190 | 34 |
| Indianapolis | 8,869,296 | 35 |
| New Orleans | 8,852,525 | 36 |
| Hartford - New Britain - Middletown - Bristol | 8,679,548 | 37 |
| Norfolk - Virginia Beach - Newport News | 8,642,148 | 38 |
| Milwaukee | 8,469,597 | 39 |
| Fort Worth - Arlington | 8,407,246 | 40 |
| Bridgeport - Stamford - Norwalk - Danbury | 8,149,446 | 41 |
| Portland, Ore. | 8,132,744 | 42 |
| Middlesex - Somerset - Hunterdon | 7,537,696 | 43 |
| Oklahoma City | 7,380,929 | 44 |
| Charlotte - Gastonia - Rock Hill | 7,354,092 | 45 |
| Orlando | 7,210,402 | 46 |
| San Antonio | 7,172,213 | 47 |
| Monmouth - Ocean | 7,014,500 | 48 |
| Memphis | 6,728,896 | 49 |
| West Palm Beach - Boca Raton - Delray Beach | 6,593,307 | 50 |
| **Total Top 50** | **772,678,504** | |
| Louisville | 6,392,975 | 51 |
| Rochester, N.Y. | 6,299,533 | 52 |
| Nashville | 6,167,214 | 53 |
| Richmond - Petersburg | 6,056,580 | 54 |
| Providence - Pawtucket - Woonsocket | 6,053,472 | 55 |
| Greensboro - Winston-Salem - High Point | 6,007,669 | 56 |
| New Haven - Waterbury - Meriden | 5,953,486 | 57 |
| Dayton - Springfield | 5,904,252 | 58 |
| Buffalo | 5,762,669 | 59 |
| Albany - Schenectady - Troy | 5,678,644 | 60 |
| Honolulu | 5,567,310 | 61 |
| Salt Lake City - Ogden | 5,513,568 | 62 |
| Jacksonville, Fla. | 5,505,484 | 63 |
| Birmingham | 4,871,001 | 64 |
| Austin | 4,833,318 | 65 |
| Toledo | 4,732,575 | 66 |
| Las Vegas | 4,656,184 | 67 |
| Knoxville | 4,555,236 | 68 |
| Harrisburg - Lebanon - Carlisle | 4,456,142 | 69 |
| Tulsa | 4,442,152 | 70 |
| Grand Rapids | 4,400,314 | 71 |
| Scranton - Wilkes-Barre | 4,318,954 | 72 |
| Springfield, Mass. | 4,304,932 | 73 |
| Allentown - Bethlehem | 4,302,427 | 74 |
| Raleigh - Durham | 4,291,034 | 75 |
| Worcester - Fitchburg - Leominster | 4,215,725 | 76 |
| Omaha | 4,105,663 | 77 |
| Akron | 3,994,632 | 78 |
| Syracuse | 3,979,453 | 79 |
| New Bedford - Fall River - Attleboro | 3,893,673 | 80 |
| Greenville - Spartanburg | 3,881,381 | 81 |
| Gary - Hammond | 3,801,019 | 82 |
| Wilmington, Del. | 3,779,816 | 83 |
| Oxnard - Ventura | 3,735,796 | 84 |
| Tucson | 3,634,277 | 85 |
| Lake County, Ill. | 3,444,723 | 86 |
| Fresno | 3,361,246 | 87 |
| Baton Rouge | 3,288,374 | 88 |
| Little Rock - North Little Rock | 3,219,687 | 89 |
| Manchester - Nashua | 3,209,425 | 90 |
| Flint | 3,140,358 | 91 |
| Tacoma | 3,116,479 | 92 |
| Albuquerque | 3,040,143 | 93 |
| Santa Barbara - Santa Maria - Lompoc | 2,970,280 | 94 |
| Jersey City | 2,957,284 | 95 |
| Bakersfield | 2,946,526 | 96 |
| Portsmouth - Dover - Rochester | 2,936,556 | 97 |
| Youngstown - Warren | 2,925,554 | 98 |
| Lansing - East Lansing | 2,888,392 | 99 |
| Charleston, S.C. | 2,883,843 | 100 |
| **Total Top 100** | **989,056,934** | |
| Wichita | 2,796,571 | 101 |
| Chattanooga | 2,793,955 | 102 |
| Mobile | 2,791,425 | 103 |
| Portland, Me. | 2,774,498 | 104 |
| Saginaw - Bay City - Midland | 2,748,197 | 105 |
| Columbia, S.C. | 2,716,027 | 106 |
| Des Moines | 2,702,276 | 107 |
| Madison | 2,686,960 | 108 |
| El Paso | 2,630,277 | 109 |
| Lancaster | 2,609,916 | 110 |
| Atlantic City | 2,597,141 | 111 |
| Beaumont - Port Arthur | 2,554,999 | 112 |
| Johnson City - Kingsport - Bristol | 2,513,090 | 113 |
| Anchorage | 2,475,699 | 114 |
| Lexington-Fayette | 2,429,111 | 115 |
| Reading | 2,401,553 | 116 |
| Trenton | 2,389,082 | 117 |
| Stockton | 2,373,867 | 118 |
| Canton | 2,372,321 | 119 |
| Colorado Springs | 2,356,694 | 120 |
| Corpus Christi | 2,334,645 | 121 |
| Jackson, Miss. | 2,314,644 | 122 |
| Fort Wayne | 2,310,009 | 123 |
| Davenport - Rock Island - Moline | 2,303,299 | 124 |
| Santa Rosa - Petaluma | 2,303,239 | 125 |
| Melbourne - Titusville - Palm Bay | 2,282,870 | 126 |
| Vallejo - Fairfield - Napa | 2,233,477 | 127 |
| Lakeland - Winter Haven | 2,224,231 | 128 |
| Sarasota | 2,200,868 | 129 |
| Augusta | 2,192,050 | 130 |
| Spokane | 2,181,844 | 131 |
| Daytona Beach | 2,162,442 | 132 |
| Reno | 2,157,512 | 133 |
| Shreveport | 2,151,547 | 134 |
| York | 2,118,279 | 135 |
| Peoria | 2,112,842 | 136 |
| Fort Myers - Cape Coral | 2,076,042 | 137 |
| Salinas - Seaside - Monterey | 2,017,228 | 138 |
| Pensacola | 2,009,385 | 139 |
| Evansville | 1,957,115 | 140 |
| Aurora - Elgin | 1,946,976 | 141 |
| Huntington - Ashland | 1,946,436 | 142 |
| Ann Arbor | 1,921,173 | 143 |
| New London - Norwich | 1,919,618 | 144 |
| Modesto | 1,919,416 | 145 |
| Macon - Warner Robins | 1,869,594 | 146 |
| Rockford | 1,847,772 | 147 |
| McAllen - Edinburg - Mission | 1,823,960 | 148 |
| Orange County, N.Y. | 1,810,809 | 149 |
| Joliet | 1,772,605 | 150 |
| **Total Top 150** | **1,103,192,520** | |
| Utica - Rome | 1,760,581 | 151 |
| Charleston, W.Va. | 1,752,730 | 152 |
| Montgomery | 1,734,875 | 153 |
| South Bend - Mishawaka | 1,708,170 | 154 |
| Appleton - Oshkosh - Neenah | 1,692,673 | 155 |
| Visalia - Tulare - Porterville | 1,682,923 | 156 |
| Boulder - Longmont | 1,674,545 | 157 |
| Savannah | 1,620,718 | 158 |
| Lafayette, La. | 1,614,278 | 159 |
| Erie | 1,596,238 | 160 |
| Roanoke | 1,594,890 | 161 |
| Poughkeepsie | 1,575,301 | 162 |
| Lubbock | 1,564,373 | 163 |
| Springfield, Mo. | 1,563,074 | 164 |
| Kalamazoo | 1,561,452 | 165 |
| Binghamton | 1,557,912 | 166 |
| Duluth | 1,533,837 | 167 |
| Fort Pierce | 1,500,219 | 168 |
| St. Cloud | 1,495,618 | 169 |
| Eugene - Springfield | 1,483,989 | 170 |
| Fayetteville, N.C. | 1,460,145 | 171 |
| Amarillo | 1,443,114 | 172 |
| Huntsville | 1,412,488 | 173 |
| Brownsville - Harlingen | 1,408,066 | 174 |
| Galveston - Texas City | 1,401,222 | 175 |
| Columbus, Ga. | 1,385,456 | 176 |
| Lorain - Elyria | 1,384,684 | 177 |
| Odessa | 1,383,514 | 178 |
| Bradenton | 1,376,484 | 179 |
| Tallahassee | 1,360,471 | 180 |
| Santa Cruz | 1,338,805 | 181 |
| Longview - Marshall | 1,328,245 | 182 |
| Asheville | 1,313,886 | 183 |
| Hickory | 1,309,641 | 184 |
| Gainesville | 1,309,630 | 185 |
| Hamilton - Middletown | 1,297,100 | 186 |
| Springfield, Ill. | 1,292,538 | 187 |
| Salem, Ore. | 1,243,500 | 188 |
| Ocala | 1,230,842 | 189 |
| Lincoln | 1,217,199 | 190 |
| Green Bay | 1,214,905 | 191 |
| Burlington, Vt. | 1,191,725 | 192 |
| Pittsfield | 1,171,060 | 193 |
| Killeen - Temple | 1,170,574 | 194 |
| Naples | 1,170,011 | 195 |
| Waco | 1,157,841 | 196 |
| Biloxi - Gulfport | 1,150,960 | 197 |
| Champaign - Urbana - Rantoul | 1,147,618 | 198 |
| Boise | 1,121,702 | 199 |
| Midland, Tex. | 1,104,330 | 200 |
| **Total Top 200** | **1,173,958,672** | |
| Niagara Falls | 1,098,188 | 201 |
| Abilene | 1,092,849 | 202 |
| Bangor | 1,089,877 | 203 |
| Houma - Thibodaux | 1,088,200 | 204 |
| Cedar Rapids | 1,077,031 | 205 |
| Terre Haute | 1,076,497 | 206 |
| Topeka | 1,074,348 | 207 |
| Johnstown | 1,071,154 | 208 |
| Elkhart - Goshen | 1,068,008 | 209 |
| Fort Collins - Loveland | 1,059,228 | 210 |
| Laredo | 1,057,511 | 211 |
| Lake Charles | 1,053,851 | 212 |
| Wheeling | 1,048,816 | 213 |
| Fargo - Moorhead | 1,044,098 | 214 |
| Brazoria | 1,040,178 | 215 |
| Tyler | 1,033,324 | 216 |
| Charlottesville | 1,029,240 | 217 |
| Lynchburg | 1,018,416 | 218 |
| Fort Walton Beach | 1,018,085 | 219 |
| Chico | 1,016,121 | 220 |
| Lima | 1,014,043 | 221 |
| Wichita Falls | 978,265 | 222 |
| Parkersburg - Marietta | 968,855 | 223 |
| Yakima | 962,053 | 224 |
| Wilmington, N.C. | 957,071 | 225 |
| Billings | 954,526 | 226 |
| Sioux Falls | 953,992 | 227 |
| Fort Smith | 934,217 | 228 |
| Eau Claire | 930,753 | 229 |
| Racine | 923,929 | 230 |
| Athens | 911,621 | 231 |
| Vancouver | 900,285 | 232 |
| Beaver County, Pa. | 894,426 | 233 |
| Muncie | 891,407 | 234 |
| Provo - Orem | 888,648 | 235 |
| Burlington, N.C. | 887,697 | 236 |
| Olympia | 885,377 | 237 |
| Benton Harbor | 871,966 | 238 |
| Redding | 857,894 | 239 |
| Bloomington - Normal | 856,893 | 240 |
| Dothan | 853,160 | 241 |
| Richland - Kennewick - Pasco | 850,802 | 242 |
| Panama City | 848,281 | 243 |
| Waterloo - Cedar Falls | 845,835 | 244 |
| Rochester, Minn. | 844,654 | 245 |
| Merced | 844,645 | 246 |
| Janesville - Beloit | 844,402 | 247 |
| Joplin | 837,077 | 248 |
| Mansfield | 832,328 | 249 |
| Bryan - College Station | 827,949 | 250 |
| **Total Top 250** | **1,221,966,743** | |
| Anderson, Ind. | 826,870 | 251 |
| Monroe | 821,622 | 252 |
| Battle Creek | 814,120 | 253 |
| San Angelo | 813,259 | 254 |
| Clarksville - Hopkinsville | 811,128 | 255 |
| Medford | 810,787 | 256 |
| Vineland - Millville - Bridgeton | 809,731 | 257 |
| Muskegon | 807,682 | 258 |
| Altoona | 805,253 | 259 |
| Texarkana | 802,956 | 260 |
| Bremerton | 794,435 | 261 |
| Alexandria, La. | 779,731 | 262 |
| Tuscaloosa | 776,731 | 263 |
| Kokomo | 776,067 | 264 |
| Decatur, Ill. | 772,870 | 265 |
| Jackson, Mich. | 769,888 | 266 |
| Albany, Ga. | 764,934 | 267 |
| Lafayette - West Lafayette | 764,070 | 268 |
| Glens Falls | 755,360 | 269 |
| Anderson, S.C. | 754,303 | 270 |
| Florence, S.C. | 747,197 | 271 |
| Hagerstown | 732,971 | 272 |
| Sioux City | 732,491 | 273 |
| Steubenville - Weirton | 731,105 | 274 |
| Lewiston - Auburn | 725,665 | 275 |
| Santa Fe | 721,353 | 276 |
| Florence, Ala. | 715,697 | 277 |
| Bellingham | 701,630 | 278 |
| Fayetteville - Springdale | 692,830 | 279 |
| Williamsport | 682,480 | 280 |
| Kenosha | 665,226 | 281 |
| Jackson, Tenn. | 651,728 | 282 |
| Rapid City | 651,713 | 283 |
| Owensboro | 649,650 | 284 |
| Cheyenne | 640,460 | 285 |
| State College | 638,607 | 286 |
| Pueblo | 631,264 | 287 |
| La Crosse | 627,868 | 288 |
| Yuba City | 625,865 | 289 |
| Lawton | 624,640 | 290 |
| Bismarck | 620,856 | 291 |
| Jacksonville, N.C. | 607,111 | 292 |
| Pascagoula | 606,919 | 293 |
| Bloomington, Ind. | 602,410 | 294 |
| Sherman - Denison | 601,954 | 295 |
| Las Cruces | 601,099 | 296 |
| St. Joseph | 596,857 | 297 |
| Columbia, Mo. | 592,121 | 298 |
| Victoria | 590,716 | 299 |
| Greeley | 586,959 | 300 |
| Sharon | 582,812 | 301 |
| Wausau | 581,816 | 302 |
| Elmira | 580,210 | 303 |
| Cumberland | 577,543 | 304 |
| Casper | 561,133 | 305 |
| Danville, Va. | 551,064 | 306 |
| Kankakee | 538,447 | 307 |
| Decatur, Ala. | 533,394 | 308 |
| Dubuque | 529,552 | 309 |
| Grand Forks | 495,039 | 310 |
| Sheboygan | 490,736 | 311 |
| Great Falls | 487,849 | 312 |
| Anniston | 484,568 | 313 |
| Pine Bluff | 483,803 | 314 |
| Iowa City | 459,504 | 315 |
| Gadsden | 452,097 | 316 |
| Enid | 396,652 | 317 |
| Lawrence, Kans. | 374,998 | 318 |
| **Total Above Areas** | **1,266,557,199** | |
| **Percent of U.S.** | **81.9833** | |
| **U.S. Total** | **1,544,896,955** | |

# Per-Household Retail Sales

| Area | ($) | Rank |
|---|---|---|
| Laredo | 32,842 | 1 |
| Portland, Me. | 31,035 | 2 |
| Anchorage | 29,092 | 3 |
| Odessa | 28,467 | 4 |
| Bridgeport-Stamford-Norwalk-Danbury | 27,301 | 5 |
| Manchester-Nashua | 26,993 | 6 |
| Midland, Tex. | 26,046 | 7 |
| St. Cloud | 25,831 | 8 |
| Nassau-Suffolk | 25,121 | 9 |
| Burlington, Vt. | 24,828 | 10 |
| Portsmouth-Dover-Rochester | 24,390 | 11 |
| Abilene | 23,966 | 12 |
| Bergen-Passaic | 23,199 | 13 |
| Rochester, Minn. | 22,953 | 14 |
| San Angelo | 22,780 | 15 |
| Santa Barbara-Santa Maria-Lompoc | 22,726 | 16 |
| Victoria | 22,546 | 17 |
| Burlington, N.C. | 22,417 | 18 |
| Bangor | 22,288 | 19 |
| Cheyenne | 22,238 | 20 |
| San Francisco | 22,209 | 21 |
| Middlesex-Somerset-Hunterdon | 22,157 | 22 |
| Boston-Lawrence-Salem-Lowell-Brockton | 22,094 | 23 |
| Jackson, Tenn. | 21,944 | 24 |
| Charlottesville | 21,899 | 25 |
| Rapid City | 21,796 | 26 |
| Terre Haute | 21,791 | 27 |
| Naples | 21,707 | 28 |
| Washington | 21,528 | 29 |
| Longview-Marshall | 21,527 | 30 |
| Anaheim-Santa Ana | 21,514 | 31 |
| San Jose | 21,420 | 32 |
| New Bedford-Fall River-Attleboro | 21,417 | 33 |
| Atlantic City | 21,393 | 34 |
| Lake County, Ill. | 21,383 | 35 |
| Pittsfield | 21,331 | 36 |
| New London-Norwich | 21,305 | 37 |
| Reno | 21,235 | 38 |
| Honolulu | 21,233 | 39 |
| Miami-Hialeah | 21,205 | 40 |
| Hartford-New Britain-Middletown-Bristol | 21,201 | 41 |
| Lafayette, La. | 21,102 | 42 |
| Wilmington, N.C. | 21,081 | 43 |
| Wichita Falls | 21,038 | 44 |
| Atlanta | 21,020 | 45 |
| Casper | 20,860 | 46 |
| New Haven-Waterbury-Meriden | 20,494 | 47 |
| Muncie | 20,492 | 48 |
| Grand Forks | 20,456 | 49 |
| Trenton | 20,402 | 50 |
| Toledo | 20,399 | 51 |
| Billings | 20,223 | 52 |
| Kokomo | 20,210 | 53 |
| Richmond-Petersburg | 20,202 | 54 |
| Minneapolis-St. Paul | 19,919 | 55 |
| Elkhart-Goshen | 19,888 | 56 |
| Owensboro | 19,867 | 57 |
| Harrisburg-Lebanon-Carlisle | 19,849 | 58 |
| Springfield, Mass. | 19,829 | 59 |
| Lubbock | 19,802 | 60 |
| Lynchburg | 19,737 | 61 |
| Orlando | 19,706 | 62 |
| Dallas | 19,631 | 63 |
| Fort Lauderdale-Hollywood-Pompano Beach | 19,576 | 64 |
| Boulder-Longmont | 19,562 | 65 |
| Flint | 19,554 | 66 |
| Knoxville | 19,483 | 67 |
| Oklahoma City | 19,475 | 68 |
| Madison | 19,428 | 69 |
| Indianapolis | 19,403 | 70 |
| Memphis | 19,297 | 71 |
| Houston | 19,288 | 72 |
| Lewiston-Auburn | 19,248 | 73 |
| Ann Arbor | 19,193 | 74 |
| Amarillo | 19,190 | 75 |
| Orange County, N.Y. | 19,182 | 76 |
| Sioux Falls | 19,156 | 77 |
| Corpus Christi | 19,152 | 78 |
| Asheville | 19,125 | 79 |
| Albany, Ga. | 19,123 | 80 |
| Monmouth-Ocean | 19,113 | 81 |
| Lexington-Fayette | 19,082 | 82 |
| West Palm Beach-Boca Raton-Delray Beach | 19,056 | 83 |
| South Bend-Mishawaka | 19,043 | 84 |
| Kalamazoo | 19,042 | 85 |
| Norfolk-Virginia Beach-Newport News | 19,036 | 86 |
| Sarasota | 19,022 | 87 |
| Brownsville-Harlingen | 19,002 | 88 |
| Bismarck | 18,986 | 89 |
| Saginaw-Bay City-Midland | 18,966 | 90 |
| Reading | 18,910 | 91 |
| Wilmington, Del. | 18,899 | 92 |
| Fargo-Moorhead | 18,847 | 93 |
| Kansas City | 18,831 | 94 |
| Bloomington-Normal | 18,792 | 95 |
| Las Vegas | 18,752 | 96 |
| Fort Walton Beach | 18,646 | 97 |
| Lansing-East Lansing | 18,623 | 98 |
| Glens Falls | 18,605 | 99 |
| Eau Claire | 18,578 | 100 |
| Grand Rapids | 18,575 | 101 |
| Beaumont-Port Arthur | 18,541 | 102 |
| Champaign-Urbana-Rantoul | 18,480 | 103 |
| Savannah | 18,417 | 104 |
| Philadelphia | 18,395 | 105 |
| Detroit | 18,352 | 106 |
| Los Angeles-Long Beach | 18,323 | 107 |
| St. Louis | 18,262 | 108 |
| St. Joseph | 18,253 | 109 |
| Macon-Warner Robins | 18,222 | 110 |
| Providence-Pawtucket-Woonsocket | 18,206 | 111 |
| San Diego | 18,206 | 111 |
| Fort Worth-Arlington | 18,170 | 113 |
| Lancaster | 18,150 | 114 |
| McAllen-Edinburg-Mission | 18,131 | 115 |
| Tyler | 18,128 | 116 |
| Roanoke | 18,124 | 117 |
| Oakland | 18,083 | 118 |
| Evansville | 18,055 | 119 |
| Charlotte-Gastonia-Rock Hill | 18,047 | 120 |
| Seattle | 18,044 | 121 |
| Texarkana | 18,003 | 122 |
| New Orleans | 17,993 | 123 |
| Bryan-College Station | 17,960 | 124 |
| Baltimore | 17,947 | 125 |
| Chicago | 17,925 | 126 |
| Oxnard-Ventura | 17,905 | 127 |
| Dothan | 17,886 | 128 |
| Cleveland | 17,861 | 129 |
| Newark | 17,852 | 130 |
| Louisville | 17,848 | 131 |
| Springfield, Mo. | 17,823 | 132 |
| Omaha | 17,812 | 133 |
| Lima | 17,790 | 134 |
| Cincinnati | 17,786 | 135 |
| Columbus, Ohio | 17,773 | 136 |
| Salinas-Seaside-Monterey | 17,757 | 137 |
| Hagerstown | 17,747 | 138 |
| Fort Wayne | 17,728 | 139 |
| Poughkeepsie | 17,700 | 140 |
| Lafayette-West Lafayette | 17,687 | 141 |
| Florence, S.C. | 17,664 | 142 |
| Albany-Schenectady-Troy | 17,663 | 143 |
| Galveston-Texas City | 17,625 | 144 |
| Houma-Thibodaux | 17,608 | 145 |
| La Crosse | 17,587 | 146 |
| Denver | 17,532 | 147 |
| Portland, Ore. | 17,531 | 148 |
| Gary-Hammond | 17,476 | 149 |
| Ocala | 17,459 | 150 |
| Des Moines | 17,445 | 151 |
| Bradenton | 17,402 | 152 |
| Sacramento | 17,393 | 153 |
| Visalia-Tulare-Porterville | 17,350 | 154 |
| Rockford | 17,334 | 155 |
| Green Bay | 17,257 | 156 |
| Lake Charles | 17,220 | 157 |
| Santa Fe | 17,216 | 158 |
| Panama City | 17,207 | 159 |
| Baton Rouge | 17,199 | 160 |
| Worcester-Fitchburg-Leominster | 17,179 | 161 |
| Mansfield | 17,161 | 162 |
| Rochester, N.Y. | 17,132 | 163 |
| Greensboro-Winston-Salem-High Point | 17,111 | 164 |
| Nashville | 17,093 | 165 |
| Chattanooga | 17,068 | 166 |
| Little Rock-North Little Rock | 17,035 | 167 |
| Elmira | 17,015 | 168 |
| Gainesville | 16,986 | 169 |
| Austin | 16,965 | 170 |
| Charleston, S.C. | 16,964 | 171 |
| Fayetteville, N.C. | 16,959 | 172 |
| Athens | 16,945 | 173 |
| Anderson, Ind. | 16,944 | 174 |
| Fayetteville-Springdale | 16,940 | 175 |
| Dubuque | 16,919 | 176 |
| Syracuse | 16,912 | 177 |
| Allentown-Bethlehem | 16,859 | 178 |
| Phoenix | 16,855 | 179 |
| Topeka | 16,813 | 180 |
| Raleigh-Durham | 16,788 | 181 |
| Vineland-Millville-Bridgeton | 16,730 | 182 |
| Fort Pierce | 16,706 | 183 |
| Columbia, S.C. | 16,704 | 184 |
| Greenville-Spartanburg | 16,701 | 185 |
| San Antonio | 16,668 | 186 |
| Waco | 16,660 | 187 |
| Redding | 16,638 | 188 |
| Charleston, W.Va. | 16,566 | 189 |
| Richland-Kennewick-Pasco | 16,553 | 190 |
| Modesto | 16,547 | 191 |
| Fort Myers-Cape Coral | 16,516 | 192 |
| Bloomington, Ind. | 16,459 | 193 |
| Jackson, Miss. | 16,451 | 194 |
| Janesville-Beloit | 16,428 | 195 |
| Sioux City | 16,424 | 196 |
| Springfield, Ill. | 16,424 | 196 |
| Dayton-Springfield | 16,410 | 198 |
| Akron | 16,385 | 199 |
| Wichita | 16,383 | 200 |
| Bakersfield | 16,370 | 201 |
| Tallahassee | 16,352 | 202 |
| Colorado Springs | 16,332 | 203 |
| Albuquerque | 16,284 | 204 |
| Duluth | 16,283 | 205 |
| Cedar Rapids | 16,269 | 206 |
| Parkersburg-Marietta | 16,256 | 207 |
| Joplin | 16,254 | 208 |
| Jacksonville, Fla. | 16,245 | 209 |
| Santa Rosa-Petaluma | 16,231 | 210 |
| Davenport-Rock Island-Moline | 16,175 | 211 |
| Salt Lake City-Ogden | 16,174 | 212 |
| State College | 16,126 | 213 |
| Lawton | 16,099 | 214 |
| Mobile | 16,061 | 215 |
| Monroe | 16,047 | 216 |
| Buffalo | 16,043 | 217 |
| Tampa-St. Petersburg-Clearwater | 16,024 | 218 |
| Canton | 16,008 | 219 |
| Milwaukee | 15,998 | 220 |
| Alexandria, La. | 15,978 | 221 |
| Shreveport | 15,973 | 222 |
| Sherman-Denison | 15,967 | 223 |
| Altoona | 15,946 | 224 |
| Enid | 15,930 | 225 |
| Decatur, Ill. | 15,903 | 226 |
| Jacksonville, N.C. | 15,893 | 227 |
| Great Falls | 15,891 | 228 |
| Peoria | 15,827 | 229 |
| Hickory | 15,817 | 230 |
| Huntsville | 15,800 | 231 |
| Binghamton | 15,784 | 232 |
| Montgomery | 15,772 | 233 |
| Fresno | 15,670 | 234 |
| Santa Cruz | 15,659 | 235 |
| Pine Bluff | 15,657 | 236 |
| Huntington-Ashland | 15,647 | 237 |
| Pensacola | 15,625 | 238 |
| Columbus, Ga. | 15,620 | 239 |
| Biloxi-Gulfport | 15,596 | 240 |
| Brazoria | 15,595 | 241 |
| Williamsport | 15,582 | 242 |
| Aurora-Elgin | 15,563 | 243 |
| Riverside-San Bernardino | 15,545 | 244 |
| Battle Creek | 15,537 | 245 |
| El Paso | 15,472 | 246 |
| Bellingham | 15,454 | 247 |
| Augusta | 15,437 | 248 |
| Scranton-Wilkes-Barre | 15,425 | 249 |
| Erie | 15,423 | 250 |
| Spokane | 15,419 | 251 |
| Tulsa | 15,387 | 252 |
| Youngstown-Warren | 15,325 | 253 |
| Vallejo-Fairfield-Napa | 15,319 | 254 |
| Wheeling | 15,311 | 255 |
| Stockton | 15,305 | 256 |
| Clarksville-Hopkinsville | 15,275 | 257 |
| Waterloo-Cedar Falls | 15,240 | 258 |
| Utica-Rome | 15,204 | 259 |
| Lakeland-Winter Haven | 15,193 | 260 |
| Kenosha | 15,188 | 261 |
| Daytona Beach | 15,175 | 262 |
| Merced | 15,110 | 263 |
| Fort Collins-Loveland | 15,089 | 264 |
| Melbourne-Titusville-Palm Bay | 15,009 | 265 |
| Tacoma | 14,940 | 266 |
| Lincoln | 14,935 | 267 |
| Medford | 14,932 | 268 |
| Jackson, Mich. | 14,891 | 269 |
| Olympia | 14,880 | 270 |
| Appleton-Oshkosh-Neenah | 14,848 | 271 |
| Johnson City-Kingsport-Bristol | 14,844 | 272 |
| Columbia, Mo. | 14,840 | 273 |
| Pittsburgh | 14,839 | 274 |
| Cumberland | 14,733 | 275 |
| Boise | 14,682 | 276 |
| Kankakee | 14,632 | 277 |
| Killeen-Temple | 14,614 | 278 |
| Yuba City | 14,589 | 279 |
| Tuscaloosa | 14,546 | 280 |
| Racine | 14,459 | 281 |
| Chico | 14,454 | 282 |
| Lawrence, Kans. | 14,368 | 283 |
| Tucson | 14,353 | 284 |
| Lorain-Elyria | 14,334 | 285 |
| Wausau | 14,225 | 286 |
| Decatur, Ala. | 14,148 | 287 |
| Eugene-Springfield | 14,080 | 288 |
| Benton Harbor | 14,064 | 289 |
| York | 14,047 | 290 |
| Muskegon | 14,022 | 291 |
| Joliet | 13,991 | 292 |
| New York | 13,978 | 293 |
| Yakima | 13,963 | 294 |
| Las Cruces | 13,914 | 295 |
| Fort Smith | 13,861 | 296 |
| Birmingham | 13,842 | 297 |
| Jersey City | 13,826 | 298 |
| Iowa City | 13,799 | 299 |
| Anderson, S.C. | 13,790 | 300 |
| Pascagoula | 13,762 | 301 |
| Niagara Falls | 13,659 | 302 |
| Danville, Va. | 13,607 | 303 |
| Florence, Ala. | 13,504 | 304 |
| Hamilton-Middletown | 13,182 | 305 |
| Provo-Orem | 12,916 | 306 |
| Sheboygan | 12,880 | 307 |
| Pueblo | 12,831 | 308 |
| Steubenville-Weirton | 12,804 | 309 |
| Sharon | 12,642 | 310 |
| Salem, Ore. | 12,586 | 311 |
| Beaver County, Pa. | 12,545 | 312 |
| Bremerton | 12,336 | 313 |
| Greeley | 11,554 | 314 |
| Gadsden | 11,475 | 315 |
| Johnstown | 11,456 | 316 |
| Vancouver | 11,060 | 317 |
| Anniston | 10,840 | 318 |
| **Average Above Areas** | **18,066** | |
| **U.S. Average** | **17,005** | |

# Food Store Sales

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles - Long Beach** | 10,818,796 | 1 |
| **New York** | 9,939,700 | 2 |
| **Chicago** | 7,120,592 | 3 |
| **Philadelphia** | 6,781,503 | 4 |
| **Washington** | 5,370,306 | 5 |
| **Boston - Lawrence - Salem - Lowell - Brockton** | 5,364,285 | 6 |
| Detroit | 5,328,318 | 7 |
| Houston | 4,952,623 | 8 |
| Nassau - Suffolk | 4,787,584 | 9 |
| Atlanta | 3,744,054 | 10 |
| Dallas | 3,614,483 | 11 |
| St. Louis | 3,177,910 | 12 |
| Anaheim - Santa Ana | 3,125,754 | 13 |
| Minneapolis - St. Paul | 3,028,422 | 14 |
| Phoenix | 2,969,710 | 15 |
| San Diego | 2,910,511 | 16 |
| Baltimore | 2,908,229 | 17 |
| Tampa - St. Petersburg - Clearwater | 2,903,609 | 18 |
| Newark | 2,852,198 | 19 |
| Riverside - San Bernardino | 2,793,680 | 20 |
| Pittsburgh | 2,763,585 | 21 |
| Oakland | 2,676,025 | 22 |
| Seattle | 2,642,904 | 23 |
| San Francisco | 2,624,701 | 24 |
| Cleveland | 2,499,025 | 25 |
| Miami - Hialeah | 2,465,252 | 26 |
| Denver | 2,459,901 | 27 |
| New Orleans | 2,227,024 | 28 |
| Bergen - Passaic | 2,216,056 | 29 |
| Kansas City | 1,993,117 | 30 |
| Sacramento | 1,961,511 | 31 |
| Cincinnati | 1,942,762 | 32 |
| San Antonio | 1,892,642 | 33 |
| Fort Worth - Arlington | 1,888,709 | 34 |
| San Jose | 1,880,007 | 35 |
| Milwaukee | 1,778,849 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach | 1,681,218 | 37 |
| Hartford - New Britain - Middletown - Bristol | 1,658,840 | 38 |
| Middlesex - Somerset - Hunterdon | 1,656,132 | 39 |
| Charlotte - Gastonia - Rock Hill | 1,644,269 | 40 |
| Columbus, Ohio | 1,643,700 | 41 |
| Monmouth - Ocean | 1,605,158 | 42 |
| Buffalo | 1,575,306 | 43 |
| Norfolk - Virginia Beach - Newport News | 1,552,370 | 44 |
| Rochester, N.Y | 1,513,201 | 45 |
| Bridgeport - Stamford - Norwalk - Danbury | 1,466,158 | 46 |
| Indianapolis | 1,450,074 | 47 |
| Oklahoma City | 1,427,270 | 48 |
| Portland, Ore | 1,400,076 | 49 |
| Orlando | 1,385,943 | 50 |
| **Total Top 50** | **152,064,052** | |
| Albany - Schenectady - Troy | 1,384,714 | 51 |
| West Palm Beach - Boca Raton - Delray Beach | 1,282,853 | 52 |
| Richmond - Petersburg | 1,272,681 | 53 |
| Providence - Pawtucket - Woonsocket | 1,263,963 | 54 |
| Salt Lake City - Ogden | 1,255,965 | 55 |
| Louisville | 1,212,631 | 56 |
| Dayton - Springfield | 1,197,521 | 57 |
| Greensboro - Winston-Salem - High Point | 1,192,413 | 58 |
| New Haven - Waterbury - Meriden | 1,181,361 | 59 |
| Memphis | 1,104,652 | 60 |
| Nashville | 1,096,166 | 61 |
| New Bedford - Fall River - Attleboro | 1,047,795 | 62 |
| Syracuse | 1,021,378 | 63 |
| Austin | 1,020,269 | 64 |
| Harrisburg - Lebanon - Carlisle | 1,002,991 | 65 |
| Scranton - Wilkes-Barre | 993,786 | 66 |
| Las Vegas | 985,388 | 67 |
| Jacksonville, Fla | 984,181 | 68 |
| Birmingham | 976,245 | 69 |
| Honolulu | 949,271 | 70 |
| Tulsa | 948,633 | 71 |
| Toledo | 917,535 | 72 |
| Springfield, Mass | 914,401 | 73 |
| Knoxville | 900,870 | 74 |
| Allentown - Bethlehem | 896,836 | 75 |
| Greenville - Spartanburg | 895,560 | 76 |
| Akron | 860,970 | 77 |
| Raleigh - Durham | 852,127 | 78 |
| Baton Rouge | 838,065 | 79 |
| Oxnard - Ventura | 820,933 | 80 |
| Jersey City | 812,310 | 81 |
| Worcester - Fitchburg - Leominster | 782,278 | 82 |
| Tucson | 778,848 | 83 |
| Gary - Hammond | 761,556 | 84 |
| Omaha | 756,817 | 85 |
| Wilmington, Del | 710,214 | 86 |
| Fresno | 709,499 | 87 |
| Bakersfield | 708,339 | 88 |
| Little Rock - North Little Rock | 689,186 | 89 |
| Charleston, S.C | 666,476 | 90 |
| Grand Rapids | 661,403 | 91 |
| Albuquerque | 642,379 | 92 |
| Portsmouth - Dover - Rochester | 628,042 | 93 |
| Tacoma | 626,590 | 94 |
| Beaumont - Port Arthur | 592,129 | 95 |
| Chattanooga | 591,879 | 96 |
| Des Moines | 589,245 | 97 |
| Youngstown - Warren | 588,354 | 98 |
| Lancaster | 580,351 | 99 |
| Manchester - Nashua | 579,510 | 100 |
| **Total Top 100** | **196,791,611** | |
| Mobile | 574,763 | 101 |
| Santa Barbara - Santa Maria - Lompoc | 574,366 | 102 |
| Corpus Christi | 561,828 | 103 |
| Lakeland - Winter Haven | 556,102 | 104 |
| Lansing - East Lansing | 539,839 | 105 |
| Atlantic City | 537,278 | 106 |
| El Paso | 533,099 | 107 |
| Trenton | 529,141 | 108 |
| Santa Rosa - Petaluma | 528,699 | 109 |
| Portland, Me | 523,257 | 110 |
| Columbia, S.C | 522,987 | 111 |
| Wichita | 522,364 | 112 |
| Johnson City - Kingsport - Bristol | 517,793 | 113 |
| Canton | 513,639 | 114 |
| Stockton | 510,288 | 115 |
| Vallejo - Fairfield - Napa | 506,145 | 116 |
| Lake County, Ill | 505,192 | 117 |
| Shreveport | 487,356 | 118 |
| Daytona Beach | 483,739 | 119 |
| Orange County, N.Y. | 474,374 | 120 |
| York | 473,860 | 121 |
| Augusta | 468,840 | 122 |
| Spokane | 465,647 | 123 |
| Flint | 464,870 | 124 |
| Modesto | 463,704 | 125 |
| Saginaw - Bay City - Midland | 460,864 | 126 |
| Reading | 455,401 | 127 |
| Colorado Springs | 449,038 | 128 |
| Fort Myers - Cape Coral | 445,686 | 129 |
| McAllen - Edinburg - Mission | 445,395 | 130 |
| Utica - Rome | 443,823 | 131 |
| Fort Wayne | 435,490 | 132 |
| Davenport - Rock Island - Moline | 433,746 | 133 |
| Melbourne - Titusville - Palm Bay | 431,503 | 134 |
| Anchorage | 422,976 | 135 |
| Poughkeepsie | 420,127 | 136 |
| Sarasota | 418,691 | 137 |
| Peoria | 417,310 | 138 |
| Madison | 413,676 | 139 |
| Reno | 411,716 | 140 |
| Pensacola | 408,565 | 141 |
| Jackson, Miss | 408,152 | 142 |
| Lexington-Fayette | 404,333 | 143 |
| Macon - Warner Robins | 399,640 | 144 |
| Visalia - Tulare - Porterville | 399,312 | 145 |
| Aurora - Elgin | 397,847 | 146 |
| Huntington - Ashland | 397,477 | 147 |
| Boulder - Longmont | 390,688 | 148 |
| Galveston - Texas City | 389,917 | 149 |
| Charleston, W.Va | 382,580 | 150 |
| **Total Top 150** | **220,114,934** | |
| Evansville | 380,818 | 151 |
| Binghamton | 379,864 | 152 |
| New London - Norwich | 368,467 | 153 |
| Brownsville - Harlingen | 359,397 | 154 |
| Rockford | 352,321 | 155 |
| Salinas - Seaside - Monterey | 347,262 | 156 |
| Roanoke | 340,695 | 157 |
| Fort Pierce | 337,934 | 158 |
| Erie | 337,823 | 159 |
| Joliet | 334,475 | 160 |
| Brazoria | 325,662 | 161 |
| Lubbock | 325,608 | 162 |
| Eugene - Springfield | 324,766 | 163 |
| Duluth | 323,551 | 164 |
| Lorain - Elyria | 320,755 | 165 |
| Lafayette, La | 316,449 | 166 |
| Appleton - Oshkosh - Neenah | 310,018 | 167 |
| Gainesville | 309,167 | 168 |
| Niagara Falls | 309,122 | 169 |
| Savannah | 307,420 | 170 |
| South Bend - Mishawaka | 305,048 | 171 |
| Springfield, Mo | 304,460 | 172 |
| Santa Cruz | 303,894 | 173 |
| Montgomery | 303,007 | 174 |
| Hamilton - Middletown | 300,154 | 175 |
| Fayetteville, N.C | 299,885 | 176 |
| Hickory | 295,171 | 177 |
| Longview - Marshall | 293,691 | 178 |
| Amarillo | 291,041 | 179 |
| Lake Charles | 289,075 | 180 |
| Ann Arbor | 288,502 | 181 |
| Bradenton | 285,120 | 182 |
| Chico | 283,178 | 183 |
| Killeen - Temple | 282,077 | 184 |
| Odessa | 276,920 | 185 |
| Houma - Thibodaux | 276,180 | 186 |
| Johnstown | 272,985 | 187 |
| Pittsfield | 271,147 | 188 |
| Beaver County, Pa | 270,575 | 189 |
| Asheville | 269,711 | 190 |
| Tallahassee | 269,600 | 191 |
| Boise | 268,435 | 192 |
| Waco | 263,290 | 193 |
| Ocala | 261,484 | 194 |
| Naples | 256,946 | 195 |
| Laredo | 253,297 | 196 |
| Salem, Ore | 247,541 | 197 |
| Columbus, Ga | 244,251 | 198 |
| Huntsville | 241,572 | 199 |
| Fort Collins - Loveland | 240,775 | 200 |
| **Total Top 200** | **235,135,522** | |
| Burlington, Vt | 237,964 | 201 |
| Yakima | 234,288 | 202 |
| Midland, Tex | 234,022 | 203 |
| Lincoln | 233,252 | 204 |
| Topeka | 231,039 | 205 |
| Provo - Orem | 229,268 | 206 |
| Olympia | 226,900 | 207 |
| Springfield, Ill | 226,618 | 208 |
| Wheeling | 226,297 | 209 |
| Elkhart - Goshen | 220,976 | 210 |
| Vancouver | 219,687 | 211 |
| Biloxi - Gulfport | 219,214 | 212 |
| Lynchburg | 218,507 | 213 |
| Vineland - Millville - Bridgeton | 217,536 | 214 |
| Charlottesville | 216,982 | 215 |
| Bangor | 216,657 | 216 |
| Abilene | 214,046 | 217 |
| Racine | 213,287 | 218 |
| Cedar Rapids | 212,865 | 219 |
| Tyler | 212,402 | 220 |
| Redding | 211,025 | 221 |
| St. Cloud | 200,952 | 222 |
| Glens Falls | 200,736 | 223 |
| Richland - Kennewick - Pasco | 200,240 | 224 |
| Steubenville - Weirton | 199,244 | 225 |
| Bryan - College Station | 197,643 | 226 |
| Merced | 197,066 | 227 |
| Champaign - Urbana - Rantoul | 196,835 | 228 |
| Athens | 196,358 | 229 |
| Monroe | 192,385 | 230 |
| Kalamazoo | 188,948 | 231 |
| Fort Smith | 187,039 | 232 |
| Wichita Falls | 186,673 | 233 |
| Anderson, Ind | 184,467 | 234 |
| Lima | 184,221 | 235 |
| Lewiston - Auburn | 183,539 | 236 |
| Alexandria, La | 183,390 | 237 |
| Tuscaloosa | 181,836 | 238 |
| Billings | 180,750 | 239 |
| Bremerton | 179,374 | 240 |
| Fort Walton Beach | 179,288 | 241 |
| Wilmington, N.C | 179,207 | 242 |
| Parkersburg - Marietta | 178,630 | 243 |
| Green Bay | 178,573 | 244 |
| Joplin | 178,517 | 245 |
| Burlington, N.C | 174,642 | 246 |
| Altoona | 173,086 | 247 |
| Terre Haute | 172,892 | 248 |
| Janesville - Beloit | 172,139 | 249 |
| Texarkana | 171,597 | 250 |
| **Total Top 250** | **245,188,621** | |
| Muncie | 171,378 | 251 |
| San Angelo | 171,366 | 252 |
| Kenosha | 170,811 | 253 |
| Anderson, S.C | 165,456 | 254 |
| Williamsport | 162,744 | 255 |
| Pueblo | 161,376 | 256 |
| Pascagoula | 160,158 | 257 |
| Bellingham | 158,100 | 258 |
| Sioux Falls | 157,945 | 259 |
| Battle Creek | 157,576 | 260 |
| Waterloo - Cedar Falls | 155,763 | 261 |
| Muskegon | 155,012 | 262 |
| Benton Harbor | 153,555 | 263 |
| Eau Claire | 153,226 | 264 |
| Fargo - Moorhead | 152,222 | 265 |
| Albany, Ga | 151,929 | 266 |
| Decatur, Ill | 151,633 | 267 |
| Sioux City | 151,236 | 268 |
| Florence, S.C | 150,825 | 269 |
| Kokomo | 150,141 | 270 |
| Fayetteville - Springdale | 147,498 | 271 |
| Bloomington - Normal | 146,762 | 272 |
| Medford | 146,691 | 273 |
| Greeley | 145,982 | 274 |
| Yuba City | 144,721 | 275 |
| Santa Fe | 144,589 | 276 |
| Dothan | 143,600 | 277 |
| Lawton | 143,117 | 278 |
| Rochester, Minn | 141,559 | 279 |
| Clarksville - Hopkinsville | 141,553 | 280 |
| Mansfield | 140,115 | 281 |
| St. Joseph | 137,450 | 282 |
| Victoria | 132,898 | 283 |
| State College | 130,522 | 284 |
| Panama City | 129,252 | 285 |
| Danville, Va | 127,485 | 286 |
| Hagerstown | 125,212 | 287 |
| Sharon | 124,449 | 288 |
| Wausau | 122,992 | 289 |
| Florence, Ala | 120,687 | 290 |
| Jackson, Mich | 119,853 | 291 |
| Jacksonville, N.C | 119,374 | 292 |
| Elmira | 119,162 | 293 |
| Columbia, Mo | 119,115 | 294 |
| Cumberland | 119,060 | 295 |
| Sherman - Denison | 118,224 | 296 |
| Lafayette - West Lafayette | 117,355 | 297 |
| Owensboro | 116,979 | 298 |
| Kankakee | 116,173 | 299 |
| Pine Bluff | 114,607 | 300 |
| Rapid City | 113,460 | 301 |
| Las Cruces | 112,315 | 302 |
| Bloomington, Ind | 110,609 | 303 |
| Casper | 110,172 | 304 |
| Gadsden | 108,300 | 305 |
| Dubuque | 107,518 | 306 |
| Sheboygan | 107,234 | 307 |
| Bismarck | 104,830 | 308 |
| La Crosse | 100,944 | 309 |
| Decatur, Ala | 100,556 | 310 |
| Iowa City | 98,445 | 311 |
| Jackson, Tenn | 97,771 | 312 |
| Anniston | 96,436 | 313 |
| Cheyenne | 95,530 | 314 |
| Enid | 86,010 | 315 |
| Lawrence, Kans | 81,529 | 316 |
| Great Falls | 81,477 | 317 |
| Grand Forks | 62,202 | 318 |
| **Total Above Areas** | **254,043,447** | |
| **Percent of U.S** | **78.9116** | |
| **U.S. Total** | **321,934,228** | |

# Eating and Drinking Place Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 6,351,730 | 1 |
| New York | 6,030,309 | 2 |
| Chicago | 4,199,587 | 3 |
| Boston - Lawrence - Salem - Lowell - Brockton | 3,806,717 | 4 |
| Washington | 2,937,968 | 5 |
| Philadelphia | 2,884,739 | 6 |
| Detroit | 2,767,014 | 7 |
| Houston | 2,327,423 | 8 |
| San Francisco | 2,248,358 | 9 |
| Atlanta | 2,234,563 | 10 |
| Anaheim - Santa Ana | 2,141,980 | 11 |
| Dallas | 1,877,601 | 12 |
| San Diego | 1,773,375 | 13 |
| Minneapolis - St. Paul | 1,761,333 | 14 |
| St. Louis | 1,629,229 | 15 |
| Nassau - Suffolk | 1,591,941 | 16 |
| Seattle | 1,570,527 | 17 |
| Baltimore | 1,464,496 | 18 |
| Oakland | 1,404,994 | 19 |
| Tampa - St. Petersburg - Clearwater | 1,339,987 | 20 |
| Denver | 1,338,883 | 21 |
| Miami - Hialeah | 1,335,132 | 22 |
| Phoenix | 1,317,464 | 23 |
| Cleveland | 1,298,222 | 24 |
| Riverside - San Bernardino | 1,236,165 | 25 |
| San Jose | 1,207,482 | 26 |
| Pittsburgh | 1,179,129 | 27 |
| Fort Lauderdale - Hollywood - Pompano Beach | 1,120,678 | 28 |
| Honolulu | 1,065,577 | 29 |
| Kansas City | 1,056,645 | 30 |
| Newark | 1,039,181 | 31 |
| Cincinnati | 1,038,668 | 32 |
| Sacramento | 986,534 | 33 |
| New Orleans | 979,594 | 34 |
| Columbus, Ohio | 942,466 | 35 |
| Milwaukee | 931,317 | 36 |
| Bergen - Passaic | 920,082 | 37 |
| Hartford - New Britain - Middletown - Bristol | 904,868 | 38 |
| Portland, Ore. | 900,542 | 39 |
| Indianapolis | 861,672 | 40 |
| Norfolk - Virginia Beach - Newport News | 823,954 | 41 |
| Fort Worth - Arlington | 821,459 | 42 |
| Orlando | 805,251 | 43 |
| San Antonio | 782,746 | 44 |
| Oklahoma City | 777,823 | 45 |
| Bridgeport - Stamford - Norwalk - Danbury | 767,466 | 46 |
| West Palm Beach - Boca Raton - Delray Beach | 664,612 | 47 |
| Louisville | 658,856 | 48 |
| Charlotte - Gastonia - Rock Hill | 621,567 | 49 |
| Providence - Pawtucket - Woonsocket | 604,645 | 50 |
| **Total Top 50** | **81,332,546** | |
| Greensboro - Winston-Salem - High Point | 604,508 | 51 |
| New Haven - Waterbury - Meriden | 594,217 | 52 |
| Dayton - Springfield | 587,701 | 53 |
| Rochester, N.Y. | 584,803 | 54 |
| Monmouth - Ocean | 581,886 | 55 |
| Buffalo | 572,568 | 56 |
| Nashville | 559,861 | 57 |
| Middlesex - Somerset - Hunterdon | 559,579 | 58 |
| Austin | 554,830 | 59 |
| Jacksonville, Fla. | 538,566 | 60 |
| Memphis | 532,009 | 61 |
| Richmond - Petersburg | 502,803 | 62 |
| Toledo | 483,905 | 63 |
| Knoxville | 472,545 | 64 |
| Las Vegas | 470,554 | 65 |
| Omaha | 445,832 | 66 |
| Tulsa | 439,628 | 67 |
| Worcester - Fitchburg - Leominster | 438,342 | 68 |
| Salt Lake City - Ogden | 437,369 | 69 |
| Springfield, Mass. | 428,032 | 70 |
| Akron | 424,815 | 71 |
| Raleigh - Durham | 424,015 | 72 |
| Albany - Schenectady - Troy | 422,372 | 73 |
| Birmingham | 403,630 | 74 |
| Grand Rapids | 401,821 | 75 |
| Gary - Hammond | 396,200 | 76 |
| Tucson | 388,373 | 77 |
| Scranton - Wilkes-Barre | 366,133 | 78 |
| Allentown - Bethlehem | 359,745 | 79 |
| Syracuse | 359,745 | 79 |
| Harrisburg - Lebanon - Carlisle | 356,669 | 81 |
| Albuquerque | 345,558 | 82 |
| Greenville - Spartanburg | 343,404 | 83 |
| Atlantic City | 340,947 | 84 |
| New Bedford - Fall River - Attleboro | 329,969 | 85 |
| Santa Barbara - Santa Maria - Lompoc | 325,118 | 86 |
| Anchorage | 319,467 | 87 |
| Tacoma | 318,414 | 88 |
| Bakersfield | 314,392 | 89 |
| Charleston, S.C. | 311,542 | 90 |
| Fresno | 307,870 | 91 |
| Madison | 306,499 | 92 |
| Oxnard - Ventura | 305,419 | 93 |
| Wilmington, Del. | 297,088 | 94 |
| Flint | 294,917 | 95 |
| Lexington-Fayette | 281,405 | 96 |
| Baton Rouge | 276,339 | 97 |
| Youngstown - Warren | 275,473 | 98 |
| El Paso | 275,417 | 99 |
| Wichita | 274,831 | 100 |
| **Total Top 100** | **101,869,671** | |
| Lansing - East Lansing | 273,201 | 101 |
| Des Moines | 272,517 | 102 |
| Vallejo - Fairfield - Napa | 270,994 | 103 |
| Columbia, S.C. | 267,312 | 104 |
| Little Rock - North Little Rock | 265,501 | 105 |
| Saginaw - Bay City - Midland | 258,667 | 106 |
| Portland, Me. | 255,876 | 107 |
| Stockton | 255,395 | 108 |
| Lake County, Ill. | 253,201 | 109 |
| Manchester - Nashua | 251,609 | 110 |
| Portsmouth - Dover - Rochester | 247,743 | 111 |
| Davenport - Rock Island - Moline | 245,722 | 112 |
| Daytona Beach | 241,891 | 113 |
| Mobile | 239,539 | 114 |
| Santa Rosa - Petaluma | 238,995 | 115 |
| Colorado Springs | 237,394 | 116 |
| Salinas - Seaside - Monterey | 234,634 | 117 |
| Canton | 234,083 | 118 |
| Fort Wayne | 231,787 | 119 |
| Corpus Christi | 228,825 | 120 |
| Chattanooga | 223,645 | 121 |
| Spokane | 220,652 | 122 |
| Sarasota | 219,241 | 123 |
| Lancaster | 212,922 | 124 |
| Jersey City | 212,019 | 125 |
| Melbourne - Titusville - Palm Bay | 209,753 | 126 |
| Ann Arbor | 201,850 | 127 |
| Trenton | 200,621 | 128 |
| Beaumont - Port Arthur | 199,321 | 129 |
| Reading | 199,185 | 130 |
| New London - Norwich | 194,262 | 131 |
| Boulder - Longmont | 192,442 | 132 |
| Fort Myers - Cape Coral | 191,913 | 133 |
| Pensacola | 191,839 | 134 |
| Lakeland - Winter Haven | 186,582 | 135 |
| Peoria | 186,358 | 136 |
| Savannah | 186,007 | 137 |
| Aurora - Elgin | 185,695 | 138 |
| Evansville | 185,241 | 139 |
| Reno | 183,743 | 140 |
| Johnson City - Kingsport - Bristol | 183,427 | 141 |
| Shreveport | 179,656 | 142 |
| Augusta | 179,002 | 143 |
| York | 177,019 | 144 |
| Appleton - Oshkosh - Neenah | 174,732 | 145 |
| Modesto | 170,483 | 146 |
| Lafayette, La. | 167,809 | 147 |
| Jackson, Miss. | 167,105 | 148 |
| Rockford | 164,231 | 149 |
| South Bend - Mishawaka | 162,490 | 150 |
| **Total Top 150** | **112,583,802** | |
| Santa Cruz | 161,783 | 151 |
| Huntington - Ashland | 160,713 | 152 |
| Duluth | 159,102 | 153 |
| Kalamazoo | 157,709 | 154 |
| Eugene - Springfield | 156,593 | 155 |
| Galveston - Texas City | 154,713 | 156 |
| Erie | 150,448 | 157 |
| Joliet | 149,218 | 158 |
| Lincoln | 147,939 | 159 |
| Macon - Warner Robins | 147,841 | 160 |
| Houma - Thibodaux | 146,823 | 161 |
| Roanoke | 145,076 | 162 |
| Tallahassee | 142,659 | 163 |
| Springfield, Mo. | 142,478 | 164 |
| Fayetteville, N.C. | 140,694 | 165 |
| Visalia - Tulare - Porterville | 139,983 | 166 |
| Boise | 139,489 | 167 |
| Montgomery | 139,252 | 168 |
| Bradenton | 138,846 | 169 |
| Odessa | 138,348 | 170 |
| McAllen - Edinburg - Mission | 138,207 | 171 |
| Hamilton - Middletown | 137,969 | 172 |
| Lubbock | 137,553 | 173 |
| Utica - Rome | 137,353 | 174 |
| Gainesville | 136,041 | 175 |
| Amarillo | 135,865 | 176 |
| Biloxi - Gulfport | 132,212 | 177 |
| Salem, Ore. | 132,140 | 178 |
| Brownsville - Harlingen | 131,614 | 179 |
| Green Bay | 130,669 | 180 |
| Charleston, W.Va. | 129,655 | 181 |
| Huntsville | 127,329 | 182 |
| Springfield, Ill. | 127,266 | 183 |
| Champaign - Urbana - Rantoul | 126,697 | 184 |
| Binghamton | 125,585 | 185 |
| Asheville | 121,399 | 186 |
| Columbus, Ga. | 120,335 | 187 |
| Lorain - Elyria | 119,321 | 188 |
| Naples | 117,129 | 189 |
| Poughkeepsie | 116,663 | 190 |
| Burlington, Vt. | 115,014 | 191 |
| Topeka | 113,705 | 192 |
| Hickory | 113,257 | 193 |
| Killeen - Temple | 112,101 | 194 |
| Panama City | 110,568 | 195 |
| Longview - Marshall | 108,870 | 196 |
| Vancouver | 108,483 | 197 |
| Fort Walton Beach | 107,788 | 198 |
| Chico | 106,089 | 199 |
| Orange County, N.Y. | 104,092 | 200 |
| **Total Top 200** | **119,225,478** | |
| Fort Pierce | 103,803 | 201 |
| Waco | 102,183 | 202 |
| Fargo - Moorhead | 102,110 | 203 |
| Niagara Falls | 101,564 | 204 |
| Cedar Rapids | 100,674 | 205 |
| Fort Collins - Loveland | 100,441 | 206 |
| Lima | 99,206 | 207 |
| Bryan - College Station | 98,570 | 208 |
| Pittsfield | 98,291 | 209 |
| Racine | 95,381 | 210 |
| Wichita Falls | 94,123 | 211 |
| Yakima | 92,954 | 212 |
| Wilmington, N.C. | 92,496 | 213 |
| Athens | 92,337 | 214 |
| Terre Haute | 91,446 | 215 |
| Muncie | 90,107 | 216 |
| Bremerton | 89,888 | 217 |
| Billings | 89,067 | 218 |
| St. Cloud | 88,820 | 219 |
| Eau Claire | 88,575 | 220 |
| Kenosha | 87,457 | 221 |
| Janesville - Beloit | 87,144 | 222 |
| Sioux Falls | 86,852 | 223 |
| Abilene | 86,384 | 224 |
| Bangor | 86,307 | 225 |
| Midland, Tex. | 86,156 | 226 |
| Olympia | 86,116 | 227 |
| Lynchburg | 85,934 | 228 |
| Elkhart - Goshen | 85,670 | 229 |
| Benton Harbor | 84,972 | 230 |
| Wheeling | 84,322 | 231 |
| Ocala | 84,189 | 232 |
| Bloomington - Normal | 84,095 | 233 |
| Waterloo - Cedar Falls | 82,996 | 234 |
| Muskegon | 82,731 | 235 |
| Fort Smith | 81,395 | 236 |
| Parkersburg - Marietta | 81,270 | 237 |
| Bellingham | 81,131 | 238 |
| Lafayette - West Lafayette | 80,948 | 239 |
| Charlottesville | 80,628 | 240 |
| Merced | 78,783 | 241 |
| Burlington, N.C. | 77,276 | 242 |
| Santa Fe | 75,858 | 243 |
| Battle Creek | 75,701 | 244 |
| Lake Charles | 75,511 | 245 |
| San Angelo | 74,724 | 246 |
| Kokomo | 74,662 | 247 |
| Richland - Kennewick - Pasco | 74,049 | 248 |
| Brazoria | 73,326 | 249 |
| Monroe | 72,128 | 250 |
| **Total Top 250** | **123,576,229** | |
| Tyler | 71,401 | 251 |
| Joplin | 71,229 | 252 |
| Redding | 70,736 | 253 |
| Medford | 70,434 | 254 |
| Clarksville - Hopkinsville | 69,538 | 255 |
| Anderson, Ind. | 69,465 | 256 |
| Owensboro | 69,087 | 257 |
| Laredo | 67,873 | 258 |
| Albany, Ga. | 67,838 | 259 |
| Johnstown | 67,531 | 260 |
| Sioux City | 65,828 | 261 |
| Rochester, Minn. | 65,696 | 262 |
| Mansfield | 64,817 | 263 |
| Dothan | 64,741 | 264 |
| State College | 64,509 | 265 |
| Bloomington, Ind. | 64,499 | 266 |
| Steubenville - Weirton | 64,297 | 267 |
| Tuscaloosa | 63,931 | 268 |
| Lawton | 63,507 | 269 |
| Cheyenne | 63,468 | 270 |
| Glens Falls | 63,261 | 271 |
| Pueblo | 62,954 | 272 |
| Decatur, Ill. | 62,589 | 273 |
| Rapid City | 62,057 | 274 |
| La Crosse | 61,704 | 275 |
| Texarkana | 61,540 | 276 |
| Fayetteville - Springdale | 60,635 | 277 |
| Jackson, Mich. | 60,361 | 278 |
| Columbia, Mo. | 60,316 | 279 |
| Yuba City | 60,048 | 280 |
| Anderson, S.C. | 59,602 | 281 |
| Kankakee | 59,582 | 282 |
| Beaver County, Pa. | 59,544 | 283 |
| Las Cruces | 57,580 | 284 |
| Jacksonville, N.C. | 56,989 | 285 |
| Iowa City | 56,937 | 286 |
| Florence, Ala. | 56,830 | 287 |
| Provo - Orem | 55,617 | 288 |
| St. Joseph | 55,156 | 289 |
| Greeley | 54,907 | 290 |
| Bismarck | 54,736 | 291 |
| Alexandria, La. | 53,724 | 292 |
| Lewiston - Auburn | 52,542 | 293 |
| Florence, S.C. | 52,239 | 294 |
| Pascagoula | 51,163 | 295 |
| Dubuque | 51,068 | 296 |
| Sheboygan | 50,711 | 297 |
| Altoona | 50,632 | 298 |
| Williamsport | 50,104 | 299 |
| Sherman - Denison | 49,951 | 300 |
| Lawrence, Kans. | 49,909 | 301 |
| Danville, Va. | 49,895 | 302 |
| Cumberland | 49,865 | 303 |
| Sharon | 48,777 | 304 |
| Casper | 48,057 | 305 |
| Elmira | 47,903 | 306 |
| Great Falls | 46,586 | 307 |
| Vineland - Millville - Bridgeton | 46,237 | 308 |
| Jackson, Tenn. | 44,596 | 309 |
| Wausau | 43,856 | 310 |
| Victoria | 43,620 | 311 |
| Hagerstown | 39,582 | 312 |
| Gadsden | 39,456 | 313 |
| Decatur, Ala. | 37,178 | 314 |
| Enid | 37,056 | 315 |
| Grand Forks | 33,447 | 316 |
| Anniston | 33,431 | 317 |
| Pine Bluff | 30,959 | 318 |
| **Total Above Areas** | **127,392,143** | |
| **Percent of U.S.** | **84.6148** | |
| **U.S. Total** | **150,555,375** | |

# General Merchandise Store Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 5,783,581 | 1 |
| New York | 5,353,368 | 2 |
| Chicago | 4,912,243 | 3 |
| Philadelphia | 3,841,902 | 4 |
| Detroit | 3,463,839 | 5 |
| Washington | 3,363,173 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton | 3,291,932 | 7 |
| Minneapolis - St. Paul | 2,895,625 | 8 |
| Atlanta | 2,657,551 | 9 |
| Houston | 2,626,784 | 10 |
| St. Louis | 2,391,328 | 11 |
| Nassau - Suffolk | 2,273,551 | 12 |
| Dallas | 2,129,936 | 13 |
| Anaheim - Santa Ana | 1,908,454 | 14 |
| Cleveland | 1,847,966 | 15 |
| Tampa - St. Petersburg - Clearwater | 1,760,542 | 16 |
| San Diego | 1,708,468 | 17 |
| Baltimore | 1,688,001 | 18 |
| Pittsburgh | 1,617,232 | 19 |
| Kansas City | 1,609,405 | 20 |
| Miami - Hialeah | 1,593,573 | 21 |
| Oakland | 1,587,233 | 22 |
| Denver | 1,539,542 | 23 |
| San Francisco | 1,517,897 | 24 |
| Portland, Ore. | 1,503,249 | 25 |
| Cincinnati | 1,485,433 | 26 |
| Riverside - San Bernardino | 1,416,177 | 27 |
| Phoenix | 1,412,411 | 28 |
| Seattle | 1,406,424 | 29 |
| San Jose | 1,341,034 | 30 |
| Columbus, Ohio | 1,275,548 | 31 |
| Bergen - Passaic | 1,212,436 | 32 |
| Milwaukee | 1,129,076 | 33 |
| Fort Worth - Arlington | 1,078,571 | 34 |
| Norfolk - Virginia Beach - Newport News | 1,070,002 | 35 |
| Indianapolis | 1,062,678 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach | 1,037,245 | 37 |
| Newark | 1,019,841 | 38 |
| New Orleans | 985,546 | 39 |
| Sacramento | 965,809 | 40 |
| Bridgeport - Stamford - Norwalk - Danbury | 951,636 | 41 |
| Hartford - New Britain - Middletown - Bristol | 936,919 | 42 |
| Memphis | 935,654 | 43 |
| Nashville | 884,600 | 44 |
| Louisville | 884,057 | 45 |
| Middlesex - Somerset - Hunterdon | 859,147 | 46 |
| Dayton - Springfield | 854,147 | 47 |
| Toledo | 841,574 | 48 |
| Orlando | 838,668 | 49 |
| Charlotte - Gastonia - Rock Hill | 830,810 | 50 |
| **Total Top 50** | **91,581,818** | |
| Oklahoma City | 826,357 | 51 |
| Richmond - Petersburg | 822,896 | 52 |
| San Antonio | 789,981 | 53 |
| West Palm Beach - Boca Raton - Delray Beach | 773,217 | 54 |
| Salt Lake City - Ogden | 765,914 | 55 |
| Honolulu | 725,326 | 56 |
| Providence - Pawtucket - Woonsocket | 725,204 | 57 |
| Greensboro - Winston-Salem - High Point | 722,016 | 58 |
| New Haven - Waterbury - Meriden | 717,776 | 59 |
| Monmouth - Ocean | 664,534 | 60 |
| Grand Rapids | 624,161 | 61 |
| Rochester, N.Y. | 618,360 | 62 |
| Buffalo | 610,007 | 63 |
| Flint | 607,854 | 64 |
| Knoxville | 583,296 | 65 |
| Raleigh - Durham | 576,460 | 66 |
| Jacksonville, Fla. | 573,785 | 67 |
| Scranton - Wilkes-Barre | 566,616 | 68 |
| Birmingham | 554,354 | 69 |
| Las Vegas | 553,341 | 70 |
| Omaha | 539,234 | 71 |
| Albany - Schenectady - Troy | 537,581 | 72 |
| Manchester - Nashua | 533,980 | 73 |
| Austin | 528,786 | 74 |
| Springfield, Mass. | 525,621 | 75 |
| Tulsa | 520,770 | 76 |
| Wilmington, Del. | 514,661 | 77 |
| Worcester - Fitchburg - Leominster | 503,071 | 78 |
| Tucson | 502,631 | 79 |
| Saginaw - Bay City - Midland | 494,243 | 80 |
| Harrisburg - Lebanon - Carlisle | 487,117 | 81 |
| Allentown - Bethlehem | 486,017 | 82 |
| Youngstown - Warren | 462,799 | 83 |
| Akron | 461,264 | 84 |
| Greenville - Spartanburg | 459,049 | 85 |
| Gary - Hammond | 451,938 | 86 |
| Oxnard - Ventura | 451,293 | 87 |
| Little Rock - North Little Rock | 436,793 | 88 |
| Baton Rouge | 436,220 | 89 |
| Des Moines | 426,611 | 90 |
| Wichita | 425,578 | 91 |
| Lansing - East Lansing | 416,863 | 92 |
| El Paso | 411,241 | 93 |
| Syracuse | 387,262 | 94 |
| Chattanooga | 378,350 | 95 |
| Huntington - Ashland | 377,132 | 96 |
| Albuquerque | 370,593 | 97 |
| Mobile | 369,019 | 98 |
| Lexington-Fayette | 368,516 | 99 |
| Fresno | 368,416 | 100 |
| **Total Top 100** | **118,615,922** | |
| Columbia, S.C. | 364,782 | 101 |
| Johnson City - Kingsport - Bristol | 355,120 | 102 |
| Jackson, Miss. | 352,093 | 103 |
| Reno | 347,161 | 104 |
| New Bedford - Fall River - Attleboro | 346,097 | 105 |
| Colorado Springs | 344,697 | 106 |
| Tacoma | 343,953 | 107 |
| Davenport - Rock Island - Moline | 342,320 | 108 |
| Anchorage | 341,414 | 109 |
| Pensacola | 332,464 | 110 |
| Madison | 327,713 | 111 |
| Melbourne - Titusville - Palm Bay | 325,353 | 112 |
| Trenton | 322,985 | 113 |
| Charleston, S.C. | 320,923 | 114 |
| Beaumont - Port Arthur | 309,176 | 115 |
| Canton | 299,506 | 116 |
| Fort Wayne | 299,242 | 117 |
| Augusta | 292,984 | 118 |
| Ann Arbor | 288,943 | 119 |
| Reading | 287,046 | 120 |
| Kalamazoo | 286,005 | 121 |
| Lake County, Ill. | 279,467 | 122 |
| Evansville | 278,297 | 123 |
| Springfield, Mo. | 277,561 | 124 |
| Peoria | 272,172 | 125 |
| Appleton - Oshkosh - Neenah | 267,637 | 126 |
| Portland, Me. | 265,869 | 127 |
| Lakeland - Winter Haven | 264,719 | 128 |
| Green Bay | 260,905 | 129 |
| Lancaster | 259,760 | 130 |
| Shreveport | 259,499 | 131 |
| Corpus Christi | 258,658 | 132 |
| York | 257,193 | 133 |
| Spokane | 254,907 | 134 |
| Rockford | 254,502 | 135 |
| Stockton | 251,830 | 136 |
| McAllen - Edinburg - Mission | 250,422 | 137 |
| Roanoke | 247,370 | 138 |
| Bakersfield | 247,225 | 139 |
| Sarasota | 245,509 | 140 |
| Daytona Beach | 242,885 | 141 |
| Santa Barbara - Santa Maria - Lompoc | 240,602 | 142 |
| Fort Myers - Cape Coral | 240,099 | 143 |
| Montgomery | 239,853 | 144 |
| Macon - Warner Robins | 238,985 | 145 |
| Lafayette, La. | 238,790 | 146 |
| Tallahassee | 236,834 | 147 |
| Fayetteville, N.C. | 236,564 | 148 |
| Santa Rosa - Petaluma | 236,301 | 149 |
| Aurora - Elgin | 233,419 | 150 |
| **Total Top 150** | **132,783,733** | |
| Modesto | 231,519 | 151 |
| South Bend - Mishawaka | 230,827 | 152 |
| Duluth | 229,951 | 153 |
| Portsmouth - Dover - Rochester | 229,024 | 154 |
| Cedar Rapids | 227,045 | 155 |
| Charleston, W.Va. | 226,492 | 156 |
| Orange County, N.Y. | 226,384 | 157 |
| Atlantic City | 224,527 | 158 |
| Visalia - Tulare - Porterville | 213,440 | 159 |
| Salem, Ore. | 207,366 | 160 |
| Savannah | 206,836 | 161 |
| Salinas - Seaside - Monterey | 205,957 | 162 |
| Eugene - Springfield | 201,505 | 163 |
| Wheeling | 193,169 | 164 |
| Vallejo - Fairfield - Napa | 193,023 | 165 |
| Erie | 189,116 | 166 |
| Huntsville | 187,436 | 167 |
| Springfield, Ill. | 184,849 | 168 |
| Killeen - Temple | 184,581 | 169 |
| Biloxi - Gulfport | 183,849 | 170 |
| Lubbock | 183,691 | 171 |
| Midland, Tex. | 182,804 | 172 |
| Odessa | 182,298 | 173 |
| Lorain - Elyria | 181,776 | 174 |
| Waco | 178,229 | 175 |
| Lincoln | 177,941 | 176 |
| Laredo | 177,581 | 177 |
| Lynchburg | 176,139 | 178 |
| Boulder - Longmont | 173,694 | 179 |
| Columbus, Ga. | 173,572 | 180 |
| Utica - Rome | 172,735 | 181 |
| Brownsville - Harlingen | 172,476 | 182 |
| Binghamton | 172,438 | 183 |
| Vancouver | 171,375 | 184 |
| Gainesville | 170,564 | 185 |
| Lima | 169,865 | 186 |
| Champaign - Urbana - Rantoul | 169,487 | 187 |
| Poughkeepsie | 168,943 | 188 |
| Asheville | 168,144 | 189 |
| Tyler | 168,080 | 190 |
| Longview - Marshall | 167,274 | 191 |
| Joliet | 165,460 | 192 |
| Jackson, Mich. | 163,401 | 193 |
| Beaver County, Pa. | 159,995 | 194 |
| Mansfield | 159,837 | 195 |
| Topeka | 159,521 | 196 |
| Muskegon | 154,904 | 197 |
| Abilene | 154,719 | 196 |
| Jersey City | 153,119 | 199 |
| New London - Norwich | 152,813 | 200 |
| **Total Top 200** | **142,045,704** | |
| Amarillo | 152,618 | 201 |
| Parkersburg - Marietta | 152,244 | 202 |
| Bradenton | 151,804 | 203 |
| Fargo - Moorhead | 151,400 | 204 |
| Wichita Falls | 151,130 | 205 |
| Ocala | 150,749 | 206 |
| Charlottesville | 150,217 | 207 |
| Billings | 149,309 | 208 |
| Janesville - Beloit | 148,998 | 209 |
| Fort Walton Beach | 148,001 | 210 |
| Hamilton - Middletown | 147,611 | 211 |
| Wilmington, N.C. | 146,801 | 212 |
| Sioux Falls | 144,104 | 213 |
| Fort Collins - Loveland | 143,376 | 214 |
| Athens | 142,773 | 215 |
| Rochester, Minn. | 142,389 | 216 |
| Jackson, Tenn. | 141,925 | 217 |
| Medford | 140,205 | 218 |
| Benton Harbor | 139,449 | 219 |
| St. Cloud | 139,414 | 220 |
| Terre Haute | 136,593 | 221 |
| Joplin | 136,485 | 222 |
| Niagara Falls | 136,031 | 223 |
| Fort Pierce | 135,212 | 224 |
| Battle Creek | 132,826 | 225 |
| Racine | 132,475 | 226 |
| Fayetteville - Springdale | 132,392 | 227 |
| Fort Smith | 131,766 | 228 |
| Waterloo - Cedar Falls | 129,491 | 229 |
| Johnstown | 128,425 | 230 |
| Hickory | 128,219 | 231 |
| Galveston - Texas City | 127,414 | 232 |
| Houma - Thibodaux | 125,492 | 233 |
| Bryan - College Station | 124,877 | 234 |
| Bangor | 122,001 | 235 |
| Clarksville - Hopkinsville | 121,359 | 236 |
| Eau Claire | 120,611 | 237 |
| Grand Forks | 120,611 | 237 |
| Olympia | 119,944 | 239 |
| Provo - Orem | 119,282 | 240 |
| Decatur, Ill. | 119,083 | 241 |
| Bloomington - Normal | 118,940 | 242 |
| Dothan | 118,814 | 243 |
| Sioux City | 118,352 | 244 |
| Florence, Ala. | 116,739 | 245 |
| Albany, Ga. | 116,590 | 246 |
| Texarkana | 115,828 | 247 |
| Lake Charles | 114,005 | 248 |
| Panama City | 113,731 | 249 |
| Richland - Kennewick - Pasco | 112,849 | 250 |
| **Total Top 250** | **148,706,658** | |
| Lafayette - West Lafayette | 112,653 | 251 |
| Bismarck | 112,462 | 252 |
| Elmira | 112,231 | 253 |
| Alexandria, La. | 111,475 | 254 |
| Tuscaloosa | 110,857 | 255 |
| La Crosse | 110,821 | 256 |
| Lawton | 110,375 | 257 |
| Pueblo | 110,298 | 258 |
| Altoona | 110,172 | 259 |
| St. Joseph | 109,936 | 260 |
| Rapid City | 109,058 | 261 |
| San Angelo | 108,981 | 262 |
| Burlington, Vt. | 107,879 | 263 |
| Pittsfield | 107,839 | 264 |
| Yakima | 107,099 | 265 |
| Brazoria | 105,487 | 266 |
| Pascagoula | 105,455 | 267 |
| Monroe | 103,801 | 268 |
| Cumberland | 103,432 | 269 |
| Merced | 103,370 | 270 |
| Boise | 103,041 | 271 |
| Anderson, Ind. | 102,812 | 272 |
| Florence, S.C. | 101,572 | 273 |
| Muncie | 100,512 | 274 |
| Dubuque | 100,488 | 275 |
| Wausau | 100,313 | 276 |
| Yuba City | 97,747 | 277 |
| Chico | 97,667 | 278 |
| Santa Cruz | 96,110 | 279 |
| Owensboro | 95,370 | 280 |
| Sharon | 93,479 | 281 |
| Kenosha | 93,382 | 282 |
| Jacksonville, N.C. | 93,209 | 283 |
| Elkhart - Goshen | 93,044 | 284 |
| Steubenville - Weirton | 91,824 | 285 |
| Anderson, S.C. | 91,146 | 286 |
| Kokomo | 90,695 | 287 |
| Columbia, Mo. | 90,661 | 288 |
| Williamsport | 90,511 | 289 |
| Naples | 89,930 | 290 |
| Burlington, N.C. | 88,856 | 291 |
| Cheyenne | 84,934 | 292 |
| Sherman - Denison | 84,713 | 293 |
| Sheboygan | 84,378 | 294 |
| Bloomington, Ind. | 82,509 | 295 |
| Hagerstown | 82,379 | 296 |
| Redding | 81,703 | 297 |
| Las Cruces | 81,642 | 298 |
| Victoria | 81,443 | 299 |
| Lewiston - Auburn | 80,557 | 300 |
| Great Falls | 79,532 | 301 |
| Vineland - Millville - Bridgeton | 77,973 | 302 |
| Bremerton | 75,629 | 303 |
| Bellingham | 74,735 | 304 |
| Glens Falls | 73,875 | 305 |
| Greeley | 73,266 | 306 |
| Decatur, Ala. | 71,071 | 307 |
| Pine Bluff | 69,303 | 308 |
| Anniston | 67,807 | 309 |
| Iowa City | 66,183 | 310 |
| Gadsden | 63,574 | 311 |
| State College | 63,217 | 312 |
| Casper | 62,942 | 313 |
| Kankakee | 61,281 | 314 |
| Santa Fe | 59,784 | 315 |
| Danville, Va. | 49,682 | 316 |
| Enid | 34,226 | 317 |
| Lawrence, Kans. | 29,409 | 318 |
| **Total Above Areas** | **154,780,455** | |
| **Percent of U.S.** | **85.7181** | |
| **U.S. Total** | **180,569,113** | |

# Furniture/Home Furnishing/Appliance Store Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 4,255,716 | 1 |
| New York | 3,621,330 | 2 |
| Chicago | 2,493,073 | 3 |
| Washington | 2,010,220 | 4 |
| Philadelphia | 1,791,985 | 5 |
| Detroit | 1,675,624 | 6 |
| Nassau - Suffolk | 1,523,686 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton | 1,499,173 | 8 |
| Houston | 1,185,093 | 9 |
| Atlanta | 1,098,416 | 10 |
| San Diego | 958,405 | 11 |
| Dallas | 933,073 | 12 |
| San Francisco | 925,758 | 13 |
| Newark | 900,876 | 14 |
| Tampa - St. Petersburg - Clearwater | 874,143 | 15 |
| Bergen - Passaic | 851,148 | 16 |
| Oakland | 831,056 | 17 |
| Anaheim - Santa Ana | 815,292 | 18 |
| San Jose | 809,440 | 19 |
| Phoenix | 796,642 | 20 |
| Denver | 786,097 | 21 |
| Miami - Hialeah | 779,572 | 22 |
| Fort Lauderdale - Hollywood - Pompano Beach | 773,254 | 23 |
| Baltimore | 755,547 | 24 |
| St. Louis | 739,732 | 25 |
| Minneapolis - St. Paul | 738,118 | 26 |
| Pittsburgh | 717,539 | 27 |
| Seattle | 673,442 | 28 |
| Cleveland | 647,813 | 29 |
| Middlesex - Somerset - Hunterdon | 646,542 | 30 |
| Riverside - San Bernardino | 628,404 | 31 |
| Norfolk - Virginia Beach - Newport News | 601,380 | 32 |
| Sacramento | 597,665 | 33 |
| West Palm Beach - Boca Raton - Delray Beach | 535,034 | 34 |
| New Orleans | 514,174 | 35 |
| Milwaukee | 478,381 | 36 |
| Oklahoma City | 477,859 | 37 |
| Columbus, Ohio | 462,540 | 38 |
| Bridgeport - Stamford - Norwalk - Danbury | 458,129 | 39 |
| Kansas City | 443,856 | 40 |
| Cincinnati | 441,873 | 41 |
| Hartford - New Britain - Middletown - Bristol | 437,378 | 42 |
| Indianapolis | 433,746 | 43 |
| Memphis | 426,448 | 44 |
| Charlotte - Gastonia - Rock Hill | 419,288 | 45 |
| Portland, Ore. | 409,053 | 46 |
| Fort Worth - Arlington | 399,337 | 47 |
| Greensboro - Winston-Salem - High Point | 393,292 | 48 |
| Salt Lake City - Ogden | 384,223 | 49 |
| San Antonio | 379,479 | 50 |
| **Total Top 50** | **46,429,346** | |
| Louisville | 353,426 | 51 |
| Monmouth - Ocean | 351,763 | 52 |
| Rochester, N.Y. | 338,722 | 53 |
| Nashville | 331,412 | 54 |
| Madison | 326,493 | 55 |
| Orlando | 321,637 | 56 |
| Grand Rapids | 313,012 | 57 |
| New Haven - Waterbury - Meriden | 306,825 | 58 |
| Albany - Schenectady - Troy | 303,287 | 59 |
| Omaha | 301,375 | 60 |
| Richmond - Petersburg | 291,459 | 61 |
| Dayton - Springfield | 290,887 | 62 |
| Buffalo | 290,663 | 63 |
| Jacksonville, Fla. | 284,026 | 64 |
| Austin | 283,166 | 65 |
| Tulsa | 280,780 | 66 |
| Las Vegas | 268,433 | 67 |
| Raleigh - Durham | 268,253 | 68 |
| Toledo | 266,739 | 69 |
| Providence - Pawtucket - Woonsocket | 264,884 | 70 |
| Birmingham | 256,875 | 71 |
| Knoxville | 246,031 | 72 |
| Greenville - Spartanburg | 235,638 | 73 |
| Tucson | 235,636 | 74 |
| Wilmington, Del. | 213,703 | 75 |
| Allentown - Bethlehem | 212,031 | 76 |
| Syracuse | 210,733 | 77 |
| Harrisburg - Lebanon - Carlisle | 206,931 | 78 |
| Sarasota | 204,157 | 79 |
| Baton Rouge | 201,797 | 80 |
| Scranton - Wilkes-Barre | 200,123 | 81 |
| Lancaster | 190,751 | 82 |
| Manchester - Nashua | 189,706 | 83 |
| Oxnard - Ventura | 186,840 | 84 |
| Springfield, Mass. | 183,551 | 85 |
| Albuquerque | 181,044 | 86 |
| Fresno | 180,206 | 87 |
| Gary - Hammond | 178,645 | 88 |
| Santa Barbara - Santa Maria - Lompoc | 176,563 | 89 |
| Fort Myers - Cape Coral | 176,505 | 90 |
| Akron | 173,384 | 91 |
| Lansing - East Lansing | 172,526 | 92 |
| Chattanooga | 169,496 | 93 |
| Lake County, Ill. | 167,648 | 94 |
| Charleston, S.C. | 166,343 | 95 |
| Worcester - Fitchburg - Leominster | 164,835 | 96 |
| Jersey City | 163,961 | 97 |
| Little Rock - North Little Rock | 163,176 | 98 |
| Tacoma | 160,044 | 99 |
| Mobile | 159,566 | 100 |
| **Total Top 100** | **58,194,533** | |
| Saginaw - Bay City - Midland | 159,045 | 101 |
| El Paso | 156,711 | 102 |
| New Bedford - Fall River - Attleboro | 154,668 | 103 |
| Des Moines | 149,977 | 104 |
| Honolulu | 148,764 | 105 |
| South Bend - Mishawaka | 147,679 | 106 |
| Bakersfield | 146,251 | 107 |
| Lexington-Fayette | 143,002 | 108 |
| Youngstown - Warren | 142,421 | 109 |
| Santa Rosa - Petaluma | 141,601 | 110 |
| Trenton | 141,314 | 111 |
| Fort Wayne | 140,713 | 112 |
| Modesto | 138,804 | 113 |
| Flint | 138,537 | 114 |
| Stockton | 137,259 | 115 |
| Reading | 136,508 | 116 |
| Daytona Beach | 136,076 | 117 |
| Columbia, S.C. | 135,577 | 118 |
| Wichita | 134,781 | 119 |
| Fayetteville, N.C. | 133,950 | 120 |
| Spokane | 133,007 | 121 |
| Corpus Christi | 130,616 | 122 |
| Ann Arbor | 129,989 | 123 |
| Kalamazoo | 129,615 | 124 |
| Augusta | 127,202 | 125 |
| Jackson, Miss. | 125,176 | 126 |
| Colorado Springs | 124,796 | 127 |
| Vallejo - Fairfield - Napa | 124,173 | 128 |
| Beaumont - Port Arthur | 122,812 | 129 |
| Salinas - Seaside - Monterey | 122,102 | 130 |
| Portsmouth - Dover - Rochester | 118,183 | 131 |
| Canton | 118,114 | 132 |
| Naples | 117,712 | 133 |
| Shreveport | 116,869 | 134 |
| Johnson City - Kingsport - Bristol | 116,861 | 135 |
| Anchorage | 116,533 | 136 |
| Peoria | 115,610 | 137 |
| Boulder - Longmont | 114,332 | 138 |
| Atlantic City | 113,683 | 139 |
| Laredo | 113,589 | 140 |
| York | 112,900 | 141 |
| Melbourne - Titusville - Palm Bay | 109,730 | 142 |
| Pensacola | 109,274 | 143 |
| Evansville | 108,972 | 144 |
| Fort Pierce | 105,842 | 145 |
| Roanoke | 105,652 | 146 |
| McAllen - Edinburg - Mission | 104,980 | 147 |
| Rockford | 103,406 | 148 |
| Erie | 102,531 | 149 |
| Columbus, Ga. | 101,908 | 150 |
| **Total Top 150** | **64,554,340** | |
| Appleton - Oshkosh - Neenah | 101,865 | 151 |
| Huntsville | 101,569 | 152 |
| Macon - Warner Robins | 100,093 | 153 |
| New London - Norwich | 97,460 | 154 |
| Davenport - Rock Island - Moline | 97,358 | 155 |
| Tallahassee | 95,007 | 156 |
| Orange County, N.Y. | 92,812 | 157 |
| Huntington - Ashland | 90,441 | 158 |
| Savannah | 88,501 | 159 |
| Odessa | 86,295 | 160 |
| Lubbock | 86,107 | 161 |
| Utica - Rome | 84,929 | 162 |
| Reno | 82,965 | 163 |
| Brownsville - Harlingen | 81,359 | 164 |
| Lakeland - Winter Haven | 79,946 | 165 |
| Bradenton | 79,684 | 166 |
| Amarillo | 79,177 | 167 |
| Lafayette, La. | 78,706 | 168 |
| Santa Cruz | 78,338 | 169 |
| Visalia - Tulare - Porterville | 78,328 | 170 |
| Aurora - Elgin | 77,473 | 171 |
| Binghamton | 77,096 | 172 |
| Green Bay | 77,093 | 173 |
| Eugene - Springfield | 76,710 | 174 |
| Springfield, Ill. | 75,333 | 175 |
| Springfield, Mo. | 73,283 | 176 |
| Charlottesville | 72,978 | 177 |
| Longview - Marshall | 72,807 | 178 |
| Charleston, W. Va. | 72,182 | 179 |
| Portland, Me. | 71,694 | 180 |
| Fort Walton Beach | 71,489 | 181 |
| Ocala | 71,248 | 182 |
| Poughkeepsie | 70,183 | 183 |
| Hickory | 68,644 | 184 |
| Asheville | 66,375 | 185 |
| Montgomery | 65,051 | 186 |
| Midland, Tex. | 64,268 | 187 |
| Burlington, Vt. | 62,580 | 188 |
| Duluth | 62,507 | 189 |
| Billings | 61,581 | 190 |
| Boise | 60,661 | 191 |
| Salem, Ore. | 60,619 | 192 |
| Gainesville | 60,412 | 193 |
| Champaign - Urbana - Rantoul | 58,552 | 194 |
| Johnstown | 58,330 | 195 |
| Lorain - Elyria | 58,305 | 196 |
| Burlington, N.C. | 58,190 | 197 |
| Wheeling | 58,144 | 198 |
| Killeen - Temple | 58,093 | 199 |
| Hamilton - Middletown | 57,153 | 200 |
| **Total Top 200** | **68,314,414** | |
| Fort Collins - Loveland | 57,145 | 201 |
| Wichita Falls | 56,232 | 202 |
| Lincoln | 56,026 | 203 |
| Joliet | 54,702 | 204 |
| Lynchburg | 54,627 | 205 |
| San Angelo | 54,018 | 206 |
| Muncie | 53,693 | 207 |
| Lake Charles | 53,314 | 208 |
| Altoona | 52,671 | 209 |
| La Crosse | 51,101 | 210 |
| Biloxi - Gulfport | 50,487 | 211 |
| Abilene | 50,197 | 212 |
| Houma - Thibodaux | 49,717 | 213 |
| Olympia | 49,393 | 214 |
| Beaver County, Pa. | 49,044 | 215 |
| Monroe | 48,540 | 216 |
| Chico | 48,397 | 217 |
| Waco | 48,378 | 218 |
| Sioux Falls | 48,299 | 219 |
| Racine | 47,144 | 220 |
| Cedar Rapids | 46,518 | 221 |
| Bellingham | 46,100 | 222 |
| Eau Claire | 45,995 | 223 |
| Parkersburg - Marietta | 45,890 | 224 |
| Lima | 45,569 | 225 |
| Bloomington - Normal | 45,457 | 226 |
| Fargo - Moorhead | 45,292 | 227 |
| Jacksonville, N.C. | 45,230 | 228 |
| Fort Smith | 45,154 | 229 |
| Decatur, Ill. | 45,121 | 230 |
| Dothan | 45,028 | 231 |
| Albany, Ga. | 44,871 | 232 |
| Panama City | 44,655 | 233 |
| Provo - Orem | 44,543 | 234 |
| Vancouver | 43,451 | 235 |
| Tyler | 42,787 | 236 |
| Anderson, S.C. | 42,615 | 237 |
| St. Cloud | 42,475 | 238 |
| Wilmington, N.C. | 42,080 | 239 |
| Terre Haute | 41,984 | 240 |
| Great Falls | 41,405 | 241 |
| State College | 40,613 | 242 |
| Bremerton | 40,573 | 243 |
| Topeka | 40,498 | 244 |
| Muskegon | 39,476 | 245 |
| Athens | 39,270 | 246 |
| Williamsport | 38,894 | 247 |
| Niagara Falls | 38,798 | 248 |
| Waterloo - Cedar Falls | 38,704 | 249 |
| Galveston - Texas City | 38,430 | 250 |
| **Total Top 250** | **70,635,015** | |
| Anderson, Ind. | 37,998 | 251 |
| Texarkana | 37,718 | 252 |
| Alexandria, La. | 36,619 | 253 |
| Rochester, Minn. | 36,612 | 254 |
| Pueblo | 36,332 | 255 |
| Brazoria | 36,109 | 256 |
| Yakima | 36,054 | 257 |
| Janesville - Beloit | 35,952 | 258 |
| Bangor | 35,893 | 259 |
| Jackson, Mich. | 35,818 | 260 |
| Santa Fe | 35,280 | 261 |
| Hagerstown | 34,894 | 262 |
| Florence, S.C. | 34,853 | 263 |
| Clarksville - Hopkinsville | 34,840 | 264 |
| Medford | 34,585 | 265 |
| Steubenville - Weirton | 34,524 | 266 |
| Pittsfield | 34,457 | 267 |
| Richland - Kennewick - Pasco | 34,339 | 268 |
| Redding | 34,254 | 269 |
| Mansfield | 34,135 | 270 |
| Yuba City | 34,057 | 271 |
| Vineland - Millville - Bridgeton | 34,012 | 272 |
| Sioux City | 33,703 | 273 |
| Rapid City | 33,408 | 274 |
| Lafayette - West Lafayette | 33,231 | 275 |
| Sharon | 32,350 | 276 |
| Cheyenne | 31,938 | 277 |
| Florence, Ala. | 31,599 | 278 |
| Casper | 31,140 | 279 |
| Owensboro | 30,985 | 280 |
| Decatur, Ala. | 30,497 | 281 |
| Dubuque | 30,331 | 282 |
| Kokomo | 30,203 | 283 |
| Kenosha | 29,671 | 284 |
| Tuscaloosa | 29,594 | 285 |
| Bloomington, Ind. | 29,465 | 286 |
| Bryan - College Station | 29,141 | 287 |
| Joplin | 28,769 | 288 |
| Lawton | 28,757 | 289 |
| Kankakee | 28,486 | 290 |
| Grand Forks | 28,377 | 291 |
| Jackson, Tenn. | 28,329 | 292 |
| Battle Creek | 27,480 | 293 |
| Cumberland | 27,274 | 294 |
| Greeley | 26,838 | 295 |
| Elkhart - Goshen | 26,718 | 296 |
| Bismarck | 26,564 | 297 |
| Victoria | 26,509 | 298 |
| Iowa City | 26,232 | 299 |
| Anniston | 26,131 | 300 |
| Fayetteville - Springdale | 26,018 | 301 |
| Benton Harbor | 25,774 | 302 |
| Las Cruces | 25,660 | 303 |
| Enid | 25,457 | 304 |
| Sherman - Denison | 25,363 | 305 |
| Wausau | 25,358 | 306 |
| Merced | 24,436 | 307 |
| Gadsden | 24,415 | 308 |
| Danville, Va. | 23,517 | 309 |
| St. Joseph | 21,737 | 310 |
| Pine Bluff | 21,613 | 311 |
| Columbia, Mo. | 21,557 | 312 |
| Elmira | 20,781 | 313 |
| Sheboygan | 20,138 | 314 |
| Pascagoula | 20,064 | 315 |
| Glens Falls | 19,175 | 316 |
| Lawrence, Kans. | 17,073 | 317 |
| Lewiston - Auburn | 16,335 | 318 |
| **Total Above Areas** | **72,642,541** | |
| **Percent of U.S.** | **86.4563** | |
| **U.S. Total** | **84,022,231** | |

# Automotive Dealer Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles-Long Beach | 12,259,894 | 1 |
| Chicago | 7,993,034 | 2 |
| Philadelphia | 7,584,052 | 3 |
| Detroit | 7,034,987 | 4 |
| Washington | 6,773,904 | 5 |
| Boston-Lawrence-Salem-Lowell-Brockton | 6,657,742 | 6 |
| New York | 6,354,498 | 7 |
| Houston | 5,221,113 | 8 |
| Atlanta | 4,905,149 | 9 |
| Nassau-Suffolk | 4,378,001 | 10 |
| Dallas | 4,068,560 | 11 |
| Minneapolis-St. Paul | 4,004,804 | 12 |
| Anaheim-Santa Ana | 3,983,184 | 13 |
| St. Louis | 3,879,875 | 14 |
| Miami-Hialeah | 3,842,765 | 15 |
| San Diego | 3,527,420 | 16 |
| Baltimore | 3,368,543 | 17 |
| Tampa-St. Petersburg-Clearwater | 3,132,782 | 18 |
| Oakland | 2,973,432 | 19 |
| Fort Lauderdale-Hollywood-Pompano Beach | 2,850,423 | 20 |
| Newark | 2,770,994 | 21 |
| Pittsburgh | 2,757,481 | 22 |
| Kansas City | 2,692,680 | 23 |
| Phoenix | 2,645,780 | 24 |
| Seattle | 2,625,887 | 25 |
| Cleveland | 2,577,473 | 26 |
| San Francisco | 2,513,168 | 27 |
| Riverside-San Bernardino | 2,490,447 | 28 |
| Bergen-Passaic | 2,335,732 | 29 |
| San Jose | 2,278,437 | 30 |
| Indianapolis | 2,253,834 | 31 |
| Denver | 2,200,500 | 32 |
| Columbus, Ohio | 2,163,501 | 33 |
| Orlando | 1,995,974 | 34 |
| Cincinnati | 1,991,991 | 35 |
| Norfolk-Virginia Beach-Newport News | 1,977,379 | 36 |
| Fort Worth-Arlington | 1,969,407 | 37 |
| Sacramento | 1,949,499 | 38 |
| Monmouth-Ocean | 1,940,137 | 39 |
| Hartford-New Britain-Middletown-Bristol | 1,932,445 | 40 |
| Milwaukee | 1,894,278 | 41 |
| Oklahoma City | 1,819,122 | 42 |
| Charlotte-Gastonia-Rock Hill | 1,812,274 | 43 |
| Memphis | 1,772,615 | 44 |
| Bridgeport-Stamford-Norwalk-Danbury | 1,739,288 | 45 |
| Portland, Ore | 1,688,833 | 46 |
| Nashville | 1,598,969 | 47 |
| Rochester, N.Y. | 1,585,196 | 48 |
| West Palm Beach-Boca Raton-Delray Beach | 1,581,840 | 49 |
| Middlesex-Somerset-Hunterdon | 1,483,771 | 50 |
| **Total Top 50** | **167,832,494** | |
| New Orleans | 1,450,603 | 51 |
| Jacksonville, Fla | 1,429,465 | 52 |
| San Antonio | 1,410,351 | 53 |
| Louisville | 1,388,021 | 54 |
| Dayton-Springfield | 1,339,367 | 55 |
| Greensboro-Winston Salem-High Point | 1,307,051 | 56 |
| Richmond-Petersburg | 1,294,312 | 57 |
| Albany-Schenectady-Troy | 1,286,635 | 58 |
| Birmingham | 1,266,840 | 59 |
| Lake County, Ill | 1,249,749 | 60 |
| Buffalo | 1,217,433 | 61 |
| New Haven-Waterbury-Meriden | 1,189,786 | 62 |
| Providence-Pawtucket-Woonsocket | 1,137,339 | 63 |
| Grand Rapids | 1,098,232 | 64 |
| Austin | 1,090,067 | 65 |
| Salt Lake City-Ogden | 1,071,067 | 66 |
| Knoxville | 1,062,610 | 67 |
| Allentown-Bethlehem | 1,017,234 | 68 |
| Harrisburg-Lebanon-Carlisle | 1,016,603 | 69 |
| Tulsa | 991,836 | 70 |
| Toledo | 974,113 | 71 |
| Las Vegas | 967,518 | 72 |
| Raleigh-Durham | 947,435 | 73 |
| Syracuse | 930,385 | 74 |
| Omaha | 916,921 | 75 |
| Oxnard-Ventura | 916,917 | 76 |
| Worcester-Fitchburg-Leominster | 889,619 | 77 |
| Scranton-Wilkes-Barre | 886,512 | 78 |
| Wilmington, Del | 885,239 | 79 |
| Springfield, Mass | 863,008 | 80 |
| New Bedford-Fall River-Attleboro | 854,751 | 81 |
| Akron | 840,718 | 82 |
| Honolulu | 809,325 | 83 |
| Greenville-Spartanburg | 764,369 | 84 |
| Gary-Hammond | 762,418 | 85 |
| Fresno | 758,956 | 86 |
| Flint | 753,488 | 87 |
| Tucson | 746,189 | 88 |
| Lansing-East Lansing | 711,717 | 89 |
| Tacoma | 708,756 | 90 |
| Johnson City-Kingsport-Bristol | 705,501 | 91 |
| Manchester-Nashua | 700,207 | 92 |
| Charleston, S.C. | 696,219 | 93 |
| Albuquerque | 691,213 | 94 |
| Mobile | 682,913 | 95 |
| Chattanooga | 679,342 | 96 |
| Wichita | 677,900 | 97 |
| Portsmouth-Dover-Rochester | 671,710 | 98 |
| Little Rock-North Little Rock | 667,224 | 99 |
| Bakersfield | 663,858 | 100 |
| **Total Top 100** | **215,871,536** | |
| Madison | 629,700 | 101 |
| Jackson, Miss. | 615,228 | 102 |
| Saginaw-Bay City-Midland | 612,233 | 103 |
| Melbourne-Titusville-Palm Bay | 599,162 | 104 |
| Lancaster | 593,594 | 105 |
| Columbia, S.C. | 593,428 | 106 |
| Beaumont-Port Arthur | 592,282 | 107 |
| Des Moines | 580,917 | 108 |
| Baton Rouge | 578,515 | 109 |
| Lakeland-Winter Haven | 578,098 | 110 |
| Reading | 571,210 | 111 |
| Youngstown-Warren | 561,942 | 112 |
| Peoria | 544,854 | 113 |
| El Paso | 543,213 | 114 |
| Davenport-Rock Island-Moline | 541,205 | 115 |
| Stockton | 523,478 | 116 |
| Jersey City | 521,375 | 117 |
| Portland, Me | 520,287 | 118 |
| Lexington-Fayette | 518,832 | 119 |
| Sarasota | 517,105 | 120 |
| Fort Wayne | 511,875 | 121 |
| Santa Barbara-Santa Maria-Lompoc | 507,977 | 122 |
| New London-Norwich | 504,888 | 123 |
| Colorado Springs | 503,314 | 124 |
| Atlantic City | 501,361 | 125 |
| Montgomery | 499,316 | 126 |
| Macon-Warner Robins | 499,226 | 127 |
| Corpus Christi | 497,813 | 128 |
| Pensacola | 497,312 | 129 |
| Spokane | 494,339 | 130 |
| York | 493,311 | 131 |
| Augusta | 490,817 | 132 |
| Canton | 490,480 | 133 |
| Daytona Beach | 473,804 | 134 |
| Vallejo-Fairfield-Napa | 462,053 | 135 |
| Fort Myers-Cape Coral | 455,254 | 136 |
| Reno | 449,067 | 137 |
| Joliet | 445,318 | 138 |
| Lubbock | 444,230 | 139 |
| Charleston, W.Va | 442,357 | 140 |
| Ann Arbor | 439,163 | 141 |
| Shreveport | 435,448 | 142 |
| Trenton | 435,061 | 143 |
| Rockford | 433,963 | 144 |
| Anchorage | 429,707 | 145 |
| Salinas-Seaside-Monterey | 423,354 | 146 |
| Evansville | 416,021 | 147 |
| Elkhart-Goshen | 409,821 | 148 |
| Fort Pierce | 397,511 | 149 |
| South Bend-Mishawaka | 392,321 | 150 |
| **Total Top 150** | **241,084,676** | |
| Springfield, Mo | 389,242 | 151 |
| Bradenton | 386,790 | 152 |
| Huntsville | 384,369 | 153 |
| Columbus, Ga | 380,404 | 154 |
| Santa Rosa-Petaluma | 379,970 | 155 |
| Amarillo | 378,217 | 156 |
| Appleton-Oshkosh-Neenah | 378,090 | 157 |
| Savannah | 372,364 | 158 |
| Orange County, N.Y. | 368,622 | 159 |
| Utica-Rome | 367,495 | 160 |
| Visalia-Tulare-Porterville | 363,712 | 161 |
| Huntington-Ashland | 363,689 | 162 |
| Erie | 362,600 | 163 |
| Aurora-Elgin | 357,717 | 164 |
| Binghamton | 349,740 | 165 |
| Odessa | 340,822 | 166 |
| Fayetteville, N.C. | 336,134 | 167 |
| Eugene-Springfield | 332,134 | 168 |
| Kalamazoo | 330,297 | 169 |
| Longview-Marshall | 330,288 | 170 |
| Poughkeepsie | 328,418 | 171 |
| Hamilton-Middletown | 325,791 | 172 |
| Lorain-Elyria | 325,516 | 173 |
| Boulder-Longmont | 322,102 | 174 |
| Modesto | 320,623 | 175 |
| McAllen-Edinburg-Mission | 315,780 | 176 |
| Burlington, Vt | 302,987 | 177 |
| Galveston-Texas City | 296,531 | 178 |
| Lafayette, La | 296,183 | 179 |
| Hickory | 289,597 | 180 |
| Gainesville | 286,470 | 181 |
| Biloxi-Gulfport | 285,430 | 182 |
| Bangor | 282,621 | 183 |
| Roanoke | 278,209 | 184 |
| Fargo-Moorhead | 271,838 | 185 |
| Asheville | 270,938 | 186 |
| Killeen-Temple | 268,587 | 187 |
| Green Bay | 268,186 | 188 |
| Springfield, Ill | 263,728 | 189 |
| Salem, Ore | 257,436 | 190 |
| Santa Cruz | 255,060 | 191 |
| Abilene | 253,883 | 192 |
| Eau Claire | 253,016 | 193 |
| Naples | 250,738 | 194 |
| Ocala | 249,821 | 195 |
| Dothan | 249,007 | 196 |
| Tyler | 247,457 | 197 |
| Brownsville-Harlingen | 246,622 | 198 |
| Lincoln | 242,873 | 199 |
| Johnstown | 242,597 | 200 |
| **Total Top 200** | **256,685,417** | |
| Brazoria | 241,614 | 201 |
| Clarksville-Hopkinsville | 240,363 | 202 |
| Fort Walton Beach | 239,547 | 203 |
| Pittsfield | 238,902 | 204 |
| Waco | 236,851 | 205 |
| Duluth | 236,693 | 206 |
| Tallahassee | 235,741 | 207 |
| Sioux Falls | 235,075 | 208 |
| St. Cloud | 232,331 | 209 |
| Panama City | 231,289 | 210 |
| Terre Haute | 229,904 | 211 |
| Champaign-Urbana-Rantoul | 227,606 | 212 |
| Topeka | 227,597 | 213 |
| Niagara Falls | 227,554 | 214 |
| Wilmington, N.C. | 226,716 | 215 |
| Boise | 222,528 | 216 |
| Parkersburg-Marietta | 219,818 | 217 |
| Lima | 218,470 | 218 |
| Burlington, N.C. | 218,411 | 219 |
| Wichita Falls | 217,466 | 220 |
| Joplin | 211,708 | 221 |
| Rochester, Minn. | 209,738 | 222 |
| Houma-Thibodaux | 208,420 | 223 |
| Cedar Rapids | 205,461 | 224 |
| Yakima | 204,829 | 225 |
| Waterloo-Cedar Falls | 200,374 | 226 |
| Racine | 199,317 | 227 |
| Fort Collins-Loveland | 198,019 | 228 |
| Altoona | 196,389 | 229 |
| Vineland-Millville-Bridgeton | 195,911 | 230 |
| Kokomo | 195,614 | 231 |
| Lafayette-West Lafayette | 194,381 | 232 |
| Mansfield | 194,132 | 233 |
| Wheeling | 194,111 | 234 |
| Florence, Ala. | 193,952 | 235 |
| Anderson, Ind. | 192,452 | 236 |
| Bloomington-Normal | 186,618 | 237 |
| Muncie | 186,146 | 238 |
| Midland, Tex | 186,013 | 239 |
| Merced | 185,970 | 240 |
| Fort Smith | 184,560 | 241 |
| Lynchburg | 183,089 | 242 |
| Billings | 182,911 | 243 |
| Athens | 179,614 | 244 |
| Benton Harbor | 177,249 | 245 |
| Albany, Ga | 176,228 | 246 |
| Jacksonville, N.C. | 175,602 | 247 |
| Lewiston-Auburn | 174,420 | 248 |
| Chico | 173,512 | 249 |
| Lake Charles | 173,156 | 250 |
| **Total Top 250** | **267,009,689** | |
| Battle Creek | 171,095 | 251 |
| Tuscaloosa | 170,330 | 252 |
| Florence, S.C. | 169,715 | 253 |
| San Angelo | 169,174 | 254 |
| Provo-Orem | 168,082 | 255 |
| Decatur, Ill | 165,666 | 256 |
| Williamsport | 163,690 | 257 |
| Janesville-Beloit | 162,012 | 258 |
| Bismarck | 161,051 | 259 |
| Rapid City | 158,978 | 260 |
| Anderson, S.C. | 158,705 | 261 |
| Glens Falls | 157,846 | 262 |
| Olympia | 157,343 | 263 |
| Muskegon | 157,267 | 264 |
| Richland-Kennewick-Pasco | 157,241 | 265 |
| Bremerton | 156,769 | 266 |
| Santa Fe | 156,767 | 267 |
| Monroe | 156,398 | 268 |
| Vancouver | 156,114 | 269 |
| Sioux City | 156,050 | 270 |
| Medford | 153,841 | 271 |
| Charlottesville | 153,430 | 272 |
| Texarkana | 150,332 | 273 |
| Redding | 147,923 | 274 |
| Sharon | 147,865 | 275 |
| Decatur, Ala. | 147,477 | 276 |
| St. Joseph | 145,555 | 277 |
| Columbia, Mo. | 142,883 | 278 |
| Alexandria, La | 142,408 | 279 |
| Lawton | 142,041 | 280 |
| Casper | 140,904 | 281 |
| Jackson, Tenn. | 140,367 | 282 |
| Jackson, Mich. | 138,963 | 283 |
| La Crosse | 138,828 | 284 |
| State College | 135,983 | 285 |
| Kankakee | 135,858 | 286 |
| Bryan-College Station | 135,325 | 287 |
| Sherman-Denison | 135,120 | 288 |
| Cheyenne | 134,836 | 289 |
| Greeley | 134,531 | 290 |
| Hagerstown | 134,187 | 291 |
| Grand Forks | 134,102 | 292 |
| Danville, Va | 133,286 | 293 |
| Owensboro | 131,563 | 294 |
| Beaver County, Pa. | 131,420 | 295 |
| Las Cruces | 130,642 | 296 |
| Steubenville-Weirton | 129,402 | 297 |
| Elmira | 129,021 | 298 |
| Fayetteville-Springdale | 128,886 | 299 |
| Wausau | 127,840 | 300 |
| Bloomington, Ind. | 126,282 | 301 |
| Pascagoula | 123,937 | 302 |
| Bellingham | 122,560 | 303 |
| Yuba City | 119,969 | 304 |
| Victoria | 117,888 | 305 |
| Anniston | 117,065 | 306 |
| Sheboygan | 113,063 | 307 |
| Laredo | 109,088 | 308 |
| Great Falls | 102,621 | 309 |
| Dubuque | 99,756 | 310 |
| Pueblo | 97,491 | 311 |
| Cumberland | 97,429 | 312 |
| Kenosha | 95,020 | 313 |
| Gadsden | 94,634 | 314 |
| Enid | 92,862 | 315 |
| Pine Bluff | 91,262 | 316 |
| Lawrence, Kans. | 82,672 | 317 |
| Iowa City | 78,812 | 318 |
| **Total Above Areas** | **276,277,212** | |
| **Percent of U.S.** | **81.7195** | |
| **U.S. Total** | **338,079,962** | |

# Drugstore Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 2,119,993 | 1 |
| Chicago | 2,018,455 | 2 |
| New York | 1,824,195 | 3 |
| Detroit | 1,431,511 | 4 |
| Philadelphia | 1,197,626 | 5 |
| Washington | 1,142,235 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton | 1,066,191 | 7 |
| Atlanta | 728,904 | 8 |
| Houston | 706,220 | 9 |
| Miami - Hialeah | 687,687 | 10 |
| Cleveland | 680,672 | 11 |
| Nassau - Suffolk | 632,994 | 12 |
| Oakland | 571,137 | 13 |
| Phoenix | 558,050 | 14 |
| Anaheim - Santa Ana | 556,313 | 15 |
| Baltimore | 538,119 | 16 |
| San Diego | 533,608 | 17 |
| San Francisco | 505,248 | 18 |
| Seattle | 471,413 | 19 |
| Tampa - St. Petersburg - Clearwater | 461,185 | 20 |
| Pittsburgh | 452,471 | 21 |
| San Jose | 445,858 | 22 |
| Riverside - San Bernardino | 444,582 | 23 |
| Dallas | 439,858 | 24 |
| Minneapolis - St. Paul | 433,144 | 25 |
| St. Louis | 429,331 | 26 |
| Sacramento | 422,558 | 27 |
| Cincinnati | 417,075 | 28 |
| New Orleans | 406,078 | 29 |
| Newark | 398,800 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach | 378,664 | 31 |
| Indianapolis | 371,910 | 32 |
| Honolulu | 359,131 | 33 |
| Bergen - Passaic | 345,346 | 34 |
| Kansas City | 314,016 | 35 |
| Louisville | 305,245 | 36 |
| Hartford - New Britain - Middletown - Bristol | 294,568 | 37 |
| Columbus, Ohio | 293,044 | 38 |
| Buffalo | 288,594 | 39 |
| Memphis | 287,585 | 40 |
| Milwaukee | 275,417 | 41 |
| Norfolk - Virginia Beach - Newport News | 273,883 | 42 |
| Providence - Pawtucket - Woonsocket | 269,983 | 43 |
| Rochester, N.Y. | 268,301 | 44 |
| Richmond - Petersburg | 262,585 | 45 |
| Denver | 252,462 | 46 |
| Charlotte - Gastonia - Rock Hill | 250,832 | 47 |
| West Palm Beach - Boca Raton - Delray Beach | 245,185 | 48 |
| Albany - Schenectady - Troy | 219,702 | 49 |
| Jacksonville, Fla. | 218,665 | 50 |
| **Total Top 50** | **28,496,639** | |
| Fort Worth - Arlington | 216,199 | 51 |
| Birmingham | 215,251 | 52 |
| Nashville | 210,454 | 53 |
| Greensboro - Winston-Salem - High Point | 206,912 | 54 |
| Middlesex - Somerset - Hunterdon | 202,699 | 55 |
| Toledo | 202,566 | 56 |
| Monmouth - Ocean | 201,174 | 57 |
| Scranton - Wilkes-Barre | 192,940 | 58 |
| Orlando | 190,112 | 59 |
| Bridgeport - Stamford - Norwalk - Danbury | 187,519 | 60 |
| Dayton - Springfield | 187,493 | 61 |
| Gary - Hammond | 187,269 | 62 |
| Fresno | 185,998 | 63 |
| Raleigh - Durham | 185,680 | 64 |
| Syracuse | 182,180 | 65 |
| Las Vegas | 172,842 | 66 |
| Worcester - Fitchburg - Leominster | 171,964 | 67 |
| New Haven - Waterbury - Meriden | 166,615 | 68 |
| Oklahoma City | 164,154 | 69 |
| Tucson | 155,965 | 70 |
| Akron | 154,362 | 71 |
| Springfield, Mass. | 151,388 | 72 |
| Knoxville | 149,131 | 73 |
| Oxnard - Ventura | 148,751 | 74 |
| Mobile | 143,936 | 75 |
| Harrisburg - Lebanon - Carlisle | 142,697 | 76 |
| Greenville - Spartanburg | 141,552 | 77 |
| Melbourne - Titusville - Palm Bay | 139,786 | 78 |
| Lake County, Ill. | 138,743 | 79 |
| Allentown - Bethlehem | 135,116 | 80 |
| San Antonio | 134,165 | 81 |
| Santa Rosa - Petaluma | 131,340 | 82 |
| Stockton | 130,969 | 83 |
| Portland, Ore. | 128,548 | 84 |
| Flint | 128,231 | 85 |
| Santa Barbara - Santa Maria - Lompoc | 127,671 | 86 |
| Vallejo - Fairfield - Napa | 126,563 | 87 |
| Omaha | 121,633 | 88 |
| Bakersfield | 119,381 | 89 |
| Salt Lake City - Ogden | 113,994 | 90 |
| Modesto | 113,714 | 91 |
| Jersey City | 109,923 | 92 |
| Youngstown - Warren | 109,021 | 93 |
| Baton Rouge | 107,918 | 94 |
| Austin | 106,795 | 95 |
| Wilmington, Del. | 106,631 | 96 |
| Grand Rapids | 105,189 | 97 |
| Daytona Beach | 103,553 | 98 |
| Utica - Rome | 99,499 | 99 |
| New Bedford - Fall River - Attleboro | 99,215 | 100 |
| **Total Top 100** | **36,052,040** | |
| Aurora - Elgin | 99,183 | 101 |
| Johnson City - Kingsport - Bristol | 98,589 | 102 |
| Jackson, Miss. | 97,134 | 103 |
| Tulsa | 96,361 | 104 |
| Tacoma | 96,097 | 105 |
| Sarasota | 95,520 | 106 |
| Augusta | 95,158 | 107 |
| Joliet | 94,529 | 108 |
| Anchorage | 93,193 | 109 |
| Davenport - Rock Island - Moline | 91,308 | 110 |
| Albuquerque | 90,003 | 111 |
| Fort Wayne | 89,568 | 112 |
| Salinas - Seaside - Monterey | 88,567 | 113 |
| Saginaw - Bay City - Midland | 88,157 | 114 |
| Fort Myers - Cape Coral | 87,597 | 115 |
| Lexington-Fayette | 87,508 | 116 |
| Columbia, S.C. | 86,560 | 117 |
| Atlantic City | 84,905 | 118 |
| Canton | 84,332 | 119 |
| Montgomery | 83,122 | 120 |
| Trenton | 82,978 | 121 |
| Lancaster | 82,476 | 122 |
| Visalia - Tulare - Porterville | 80,768 | 123 |
| Charleston, S.C. | 79,549 | 124 |
| Chattanooga | 79,148 | 125 |
| Huntington - Ashland | 78,966 | 126 |
| Little Rock - North Little Rock | 78,717 | 127 |
| Beaumont - Port Arthur | 77,160 | 128 |
| Portsmouth - Dover - Rochester | 75,741 | 129 |
| Binghamton | 74,929 | 130 |
| South Bend - Mishawaka | 74,854 | 131 |
| Manchester - Nashua | 74,318 | 132 |
| Portland, Me. | 73,773 | 133 |
| Shreveport | 72,944 | 134 |
| Lakeland - Winter Haven | 71,402 | 135 |
| Charleston, W.Va. | 71,146 | 136 |
| Wichita | 70,384 | 137 |
| Spokane | 69,492 | 138 |
| Roanoke | 67,934 | 139 |
| Peoria | 67,527 | 140 |
| Macon - Warner Robins | 66,339 | 141 |
| Springfield, Ill. | 66,023 | 142 |
| Des Moines | 65,909 | 143 |
| Madison | 65,809 | 144 |
| Lansing - East Lansing | 65,235 | 145 |
| Chico | 64,272 | 146 |
| Lorain - Elyria | 63,097 | 147 |
| Reading | 62,669 | 148 |
| Hickory | 62,381 | 149 |
| Asheville | 61,953 | 150 |
| **Total Top 150** | **40,027,414** | |
| Savannah | 61,519 | 151 |
| Reno | 60,727 | 152 |
| Boise | 60,229 | 153 |
| El Paso | 58,936 | 154 |
| Evansville | 58,543 | 155 |
| Santa Cruz | 57,705 | 156 |
| York | 57,150 | 157 |
| Pensacola | 57,127 | 158 |
| Biloxi - Gulfport | 56,463 | 159 |
| Ann Arbor | 56,378 | 160 |
| Orange County, N.Y. | 56,204 | 161 |
| Bradenton | 55,276 | 162 |
| Erie | 55,218 | 163 |
| Redding | 54,763 | 164 |
| Niagara Falls | 54,479 | 165 |
| Fort Pierce | 53,281 | 166 |
| Poughkeepsie | 53,250 | 167 |
| Bremerton | 51,856 | 168 |
| Rockford | 49,878 | 169 |
| Ocala | 49,314 | 170 |
| Lake Charles | 49,026 | 171 |
| Columbus, Ga. | 48,161 | 172 |
| Hamilton - Middletown | 47,880 | 173 |
| Parkersburg - Marietta | 46,266 | 174 |
| Richland - Kennewick - Pasco | 46,125 | 175 |
| Corpus Christi | 45,838 | 176 |
| Merced | 45,695 | 177 |
| Lafayette, La. | 44,740 | 178 |
| New London - Norwich | 44,625 | 179 |
| Duluth | 44,331 | 180 |
| McAllen - Edinburg - Mission | 44,326 | 181 |
| Muncie | 43,707 | 182 |
| Lincoln | 43,121 | 183 |
| Champaign - Urbana - Rantoul | 42,833 | 184 |
| Topeka | 42,813 | 185 |
| Houma - Thibodaux | 42,714 | 186 |
| Sioux Falls | 42,567 | 187 |
| Kalamazoo | 42,420 | 188 |
| Huntsville | 41,504 | 189 |
| Lynchburg | 41,445 | 190 |
| Naples | 39,955 | 191 |
| Athens | 39,803 | 192 |
| Pittsfield | 39,585 | 193 |
| Wheeling | 39,012 | 194 |
| Beaver County, Pa. | 38,990 | 195 |
| Galveston - Texas City | 38,547 | 196 |
| Eugene - Springfield | 37,982 | 197 |
| Appleton - Oshkosh - Neenah | 37,794 | 198 |
| Longview - Marshall | 37,718 | 199 |
| Johnstown | 37,686 | 200 |
| **Total Top 200** | **42,422,922** | |
| Anderson, Ind. | 37,584 | 201 |
| Fayetteville, N.C. | 37,583 | 202 |
| Vancouver | 37,330 | 203 |
| Tallahassee | 36,892 | 204 |
| Santa Fe | 36,616 | 205 |
| Salem, Ore. | 36,367 | 206 |
| Battle Creek | 35,823 | 207 |
| Colorado Springs | 34,941 | 208 |
| Boulder - Longmont | 34,560 | 209 |
| Charlottesville | 34,495 | 210 |
| Kokomo | 34,288 | 211 |
| Abilene | 34,207 | 212 |
| Lima | 34,192 | 213 |
| Tyler | 34,097 | 214 |
| Springfield, Mo. | 33,973 | 215 |
| Anderson, S.C. | 33,704 | 216 |
| Glens Falls | 33,584 | 217 |
| Cedar Rapids | 33,462 | 218 |
| Steubenville - Weirton | 33,278 | 219 |
| Elkhart - Goshen | 33,270 | 220 |
| Burlington, N.C. | 33,164 | 221 |
| Monroe | 33,082 | 222 |
| Jackson, Mich. | 32,609 | 223 |
| Racine | 32,478 | 224 |
| Gainesville | 32,455 | 225 |
| Danville, Va. | 32,386 | 226 |
| Brownsville - Harlingen | 32,306 | 227 |
| Olympia | 32,217 | 228 |
| Provo - Orem | 32,161 | 229 |
| Bloomington - Normal | 31,937 | 230 |
| Yakima | 31,793 | 231 |
| Altoona | 31,714 | 232 |
| Wilmington, N.C. | 31,641 | 233 |
| Billings | 30,852 | 234 |
| Hagerstown | 30,821 | 235 |
| Vineland - Millville - Bridgeton | 30,794 | 236 |
| Fort Walton Beach | 30,584 | 237 |
| Muskegon | 30,459 | 238 |
| Clarksville - Hopkinsville | 30,229 | 239 |
| Owensboro | 30,165 | 240 |
| Lafayette - West Lafayette | 29,609 | 241 |
| Janesville - Beloit | 29,466 | 242 |
| Alexandria, La. | 29,448 | 243 |
| Burlington, Vt. | 29,446 | 244 |
| Benton Harbor | 29,234 | 245 |
| Waterloo - Cedar Falls | 29,021 | 246 |
| Tuscaloosa | 28,833 | 247 |
| Bangor | 28,726 | 248 |
| Panama City | 28,631 | 249 |
| Terre Haute | 28,598 | 250 |
| **Total Top 250** | **44,048,027** | |
| Killeen - Temple | 28,146 | 251 |
| Cumberland | 28,091 | 252 |
| Brazoria | 27,986 | 253 |
| Decatur, Ill. | 27,798 | 254 |
| Dothan | 27,451 | 255 |
| Florence, S.C. | 27,232 | 256 |
| Amarillo | 26,653 | 257 |
| Elmira | 26,476 | 258 |
| Lubbock | 26,342 | 259 |
| Fort Smith | 25,337 | 260 |
| Yuba City | 25,315 | 261 |
| Pascagoula | 25,227 | 262 |
| Kenosha | 25,170 | 263 |
| Waco | 25,076 | 264 |
| Texarkana | 25,052 | 265 |
| Odessa | 24,624 | 266 |
| St. Cloud | 24,012 | 267 |
| Wichita Falls | 24,009 | 268 |
| Rochester, Minn. | 23,799 | 269 |
| Mansfield | 23,557 | 270 |
| Anniston | 23,491 | 271 |
| Kankakee | 23,408 | 272 |
| Bellingham | 23,155 | 273 |
| Decatur, Ala. | 22,822 | 274 |
| Williamsport | 22,563 | 275 |
| Cheyenne | 22,537 | 276 |
| Jackson, Tenn. | 22,188 | 277 |
| State College | 21,688 | 278 |
| Sherman - Denison | 21,477 | 279 |
| Midland, Tex. | 21,476 | 280 |
| Florence, Ala. | 21,408 | 281 |
| Casper | 21,183 | 282 |
| Great Falls | 20,693 | 283 |
| Eau Claire | 19,908 | 284 |
| Albany, Ga. | 19,859 | 285 |
| Sioux City | 19,449 | 286 |
| Fargo - Moorhead | 19,354 | 287 |
| Las Cruces | 19,276 | 288 |
| Laredo | 19,084 | 289 |
| Dubuque | 18,866 | 290 |
| Fort Collins - Loveland | 18,740 | 291 |
| Green Bay | 18,350 | 292 |
| Lewiston - Auburn | 18,231 | 293 |
| Sharon | 18,170 | 294 |
| San Angelo | 18,143 | 295 |
| Bloomington, Ind. | 18,054 | 296 |
| Rapid City | 17,913 | 297 |
| Medford | 17,791 | 298 |
| Pueblo | 17,244 | 299 |
| La Crosse | 17,133 | 300 |
| Jacksonville, N.C. | 16,824 | 301 |
| Gadsden | 16,549 | 302 |
| Bismarck | 16,384 | 303 |
| Enid | 16,126 | 304 |
| Joplin | 15,829 | 305 |
| Columbia, Mo. | 15,746 | 306 |
| Sheboygan | 15,728 | 307 |
| Greeley | 14,597 | 308 |
| Fayetteville - Springdale | 14,329 | 309 |
| Lawton | 13,669 | 310 |
| Bryan - College Station | 13,601 | 311 |
| St. Joseph | 13,543 | 312 |
| Iowa City | 12,990 | 313 |
| Pine Bluff | 12,448 | 314 |
| Victoria | 10,306 | 315 |
| Lawrence, Kans. | 8,952 | 316 |
| Wausau | 7,903 | 317 |
| Grand Forks | 6,530 | 318 |
| **Total Above Areas** | **45,411,088** | |
| **Percent of U.S.** | **80.9989** | |
| **U.S. Total** | **56,063,838** | |

# Apparel and Accessories Store Sales

| Area | ($000) | Rank |
|---|---|---|
| New York | 4,504,020 | 1 |
| Los Angeles - Long Beach | 3,465,757 | 2 |
| Chicago | 2,921,497 | 3 |
| Philadelphia | 1,975,137 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton | 1,758,295 | 5 |
| Detroit | 1,720,837 | 6 |
| Washington | 1,611,568 | 7 |
| Houston | 1,343,719 | 8 |
| Nassau - Suffolk | 1,329,614 | 9 |
| San Francisco | 1,183,541 | 10 |
| Anaheim - Santa Ana | 1,141,681 | 11 |
| Miami - Hialeah | 1,053,163 | 12 |
| Dallas | 1,039,705 | 13 |
| Seattle | 959,161 | 14 |
| Atlanta | 933,770 | 15 |
| San Diego | 904,726 | 16 |
| Bergen - Passaic | 876,519 | 17 |
| Minneapolis - St. Paul | 855,305 | 18 |
| Baltimore | 808,180 | 19 |
| St. Louis | 800,254 | 20 |
| Newark | 786,220 | 21 |
| Oakland | 764,824 | 22 |
| Cleveland | 696,293 | 23 |
| San Jose | 677,955 | 24 |
| Pittsburgh | 641,809 | 25 |
| New Orleans | 570,804 | 26 |
| Riverside - San Bernardino | 569,039 | 27 |
| Phoenix | 544,686 | 28 |
| Denver | 536,611 | 29 |
| Middlesex - Somerset - Hunterdon | 533,849 | 30 |
| Bridgeport - Stamford - Norwalk - Danbury | 518,142 | 31 |
| Kansas City | 499,669 | 32 |
| Hartford - New Britain - Middletown - Bristol | 475,655 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach | 474,400 | 34 |
| Honolulu | 465,227 | 35 |
| Norfolk - Virginia Beach - Newport News | 462,455 | 36 |
| Oklahoma City | 456,542 | 37 |
| Indianapolis | 453,154 | 38 |
| Portland, Ore. | 446,781 | 39 |
| San Antonio | 410,672 | 40 |
| Tampa - St. Petersburg - Clearwater | 409,362 | 41 |
| Cincinnati | 403,940 | 42 |
| Charlotte - Gastonia - Rock Hill | 398,697 | 43 |
| Milwaukee | 393,150 | 44 |
| Fort Worth - Arlington | 389,326 | 45 |
| Sacramento | 377,937 | 46 |
| Memphis | 376,044 | 47 |
| West Palm Beach - Boca Raton - Delray Beach | 375,607 | 48 |
| Columbus, Ohio | 353,730 | 49 |
| Birmingham | 353,388 | 50 |
| **Total Top 50** | **46,004,417** | |
| New Haven - Waterbury - Meriden | 351,440 | 51 |
| Buffalo | 347,921 | 52 |
| Monmouth - Ocean | 344,509 | 53 |
| Providence - Pawtucket - Woonsocket | 343,520 | 54 |
| Greensboro - Winston-Salem - High Point | 329,118 | 55 |
| Albany - Schenectady - Troy | 325,960 | 56 |
| Tulsa | 302,694 | 57 |
| Louisville | 293,181 | 58 |
| Jersey City | 286,774 | 59 |
| Salt Lake City - Ogden | 283,887 | 60 |
| Rochester, N.Y. | 278,568 | 61 |
| Reading | 277,337 | 62 |
| Richmond - Petersburg | 258,852 | 63 |
| Orlando | 257,505 | 64 |
| Dayton - Springfield | 253,669 | 65 |
| Austin | 249,773 | 66 |
| Nashville | 247,779 | 67 |
| Las Vegas | 238,886 | 68 |
| Raleigh - Durham | 238,727 | 69 |
| Syracuse | 234,740 | 70 |
| Grand Rapids | 232,768 | 71 |
| Springfield, Mass. | 227,290 | 72 |
| Knoxville | 222,570 | 73 |
| Scranton - Wilkes-Barre | 220,597 | 74 |
| Jacksonville, Fla. | 218,359 | 75 |
| Little Rock - North Little Rock | 214,928 | 76 |
| Worcester - Fitchburg - Leominster | 213,670 | 77 |
| Greenville - Spartanburg | 202,274 | 78 |
| Allentown - Bethlehem | 201,531 | 79 |
| New Bedford - Fall River - Attleboro | 198,274 | 80 |
| Gary - Hammond | 194,006 | 81 |
| Omaha | 187,220 | 82 |
| Fresno | 180,338 | 83 |
| McAllen - Edinburg - Mission | 177,094 | 84 |
| Oxnard - Ventura | 176,437 | 85 |
| El Paso | 170,521 | 86 |
| Toledo | 169,703 | 87 |
| Santa Barbara - Santa Maria - Lompoc | 169,053 | 88 |
| Lake County, Ill. | 165,591 | 89 |
| Wilmington, Del. | 160,707 | 90 |
| Harrisburg - Lebanon - Carlisle | 160,267 | 91 |
| Trenton | 153,238 | 92 |
| Tucson | 152,363 | 93 |
| Charleston, S.C. | 152,187 | 94 |
| Manchester - Nashua | 151,591 | 95 |
| Baton Rouge | 150,776 | 96 |
| Beaumont - Port Arthur | 150,691 | 97 |
| Akron | 145,481 | 98 |
| Salinas - Seaside - Monterey | 144,472 | 99 |
| Saginaw - Bay City - Midland | 143,591 | 100 |
| **Total Top 100** | **57,156,845** | |
| Albuquerque | 140,545 | 101 |
| Des Moines | 140,171 | 102 |
| Evansville | 135,315 | 103 |
| Columbia, S.C. | 134,380 | 104 |
| Atlantic City | 134,181 | 105 |
| Portsmouth - Dover - Rochester | 133,448 | 106 |
| Lansing - East Lansing | 133,430 | 107 |
| Flint | 133,204 | 108 |
| Tacoma | 132,331 | 109 |
| Madison | 131,672 | 110 |
| Bakersfield | 129,576 | 111 |
| Utica - Rome | 126,533 | 112 |
| Portland, Me. | 120,063 | 113 |
| Anchorage | 120,010 | 114 |
| Corpus Christi | 119,946 | 115 |
| Chattanooga | 119,070 | 116 |
| Wichita | 117,751 | 117 |
| Spokane | 115,718 | 118 |
| Youngstown - Warren | 114,802 | 119 |
| Lancaster | 114,520 | 120 |
| Augusta | 114,383 | 121 |
| Laredo | 112,760 | 122 |
| Canton | 112,469 | 123 |
| Fort Wayne | 111,081 | 124 |
| Shreveport | 110,171 | 125 |
| Lexington-Fayette | 107,731 | 126 |
| Modesto | 106,754 | 127 |
| Stockton | 105,837 | 128 |
| Colorado Springs | 105,625 | 129 |
| Johnson City - Kingsport - Bristol | 105,025 | 130 |
| Lafayette, La. | 100,512 | 131 |
| Santa Rosa - Petaluma | 100,136 | 132 |
| Brownsville - Harlingen | 99,646 | 133 |
| Davenport - Rock Island - Moline | 98,132 | 134 |
| Savannah | 97,437 | 135 |
| Reno | 96,837 | 136 |
| Orange County, N.Y. | 95,627 | 137 |
| Huntington - Ashland | 94,302 | 138 |
| Jackson, Miss. | 92,266 | 139 |
| Poughkeepsie | 91,952 | 140 |
| Galveston - Texas City | 91,752 | 141 |
| Peoria | 90,768 | 142 |
| Kalamazoo | 90,139 | 143 |
| Montgomery | 87,622 | 144 |
| Vallejo - Fairfield - Napa | 87,038 | 145 |
| Aurora - Elgin | 86,993 | 146 |
| Mobile | 86,619 | 147 |
| Sarasota | 85,271 | 148 |
| Joliet | 85,182 | 149 |
| Lubbock | 83,200 | 150 |
| **Total Top 150** | **62,636,976** | |
| Amarillo | 82,394 | 151 |
| Ann Arbor | 82,151 | 152 |
| Erie | 81,978 | 153 |
| Appleton - Oshkosh - Neenah | 81,515 | 154 |
| Binghamton | 81,371 | 155 |
| York | 80,280 | 156 |
| Rockford | 78,857 | 157 |
| Macon - Warner Robins | 78,496 | 158 |
| Roanoke | 76,327 | 159 |
| Longview - Marshall | 74,818 | 160 |
| Visalia - Tulare - Porterville | 74,038 | 161 |
| New London - Norwich | 73,411 | 162 |
| Boulder - Longmont | 72,890 | 163 |
| Charleston, W.Va. | 72,728 | 164 |
| Daytona Beach | 71,309 | 165 |
| Huntsville | 71,052 | 166 |
| South Bend - Mishawaka | 70,643 | 167 |
| Hickory | 70,005 | 168 |
| Springfield, Mo. | 69,998 | 169 |
| Asheville | 69,793 | 170 |
| Springfield, Ill. | 69,110 | 171 |
| Burlington, Vt. | 67,871 | 172 |
| Lincoln | 66,569 | 173 |
| Lakeland - Winter Haven | 66,388 | 174 |
| Duluth | 65,480 | 175 |
| Fort Myers - Cape Coral | 65,389 | 176 |
| Monroe | 64,879 | 177 |
| Burlington, N.C. | 64,804 | 178 |
| Niagara Falls | 64,247 | 179 |
| Charlottesville | 63,625 | 180 |
| Alexandria, La. | 63,263 | 181 |
| Santa Cruz | 62,972 | 182 |
| Salem, Ore. | 62,741 | 183 |
| Terre Haute | 62,212 | 184 |
| Yakima | 61,294 | 185 |
| Green Bay | 60,527 | 186 |
| Pensacola | 60,374 | 187 |
| Odessa | 58,424 | 188 |
| Naples | 58,395 | 189 |
| Tyler | 58,362 | 190 |
| Eugene - Springfield | 57,633 | 191 |
| Pittsfield | 57,167 | 192 |
| Columbus, Ga. | 56,372 | 193 |
| Cedar Rapids | 55,320 | 194 |
| Waco | 54,292 | 195 |
| Melbourne - Titusville - Palm Bay | 52,487 | 196 |
| Sioux Falls | 52,408 | 197 |
| Champaign - Urbana - Rantoul | 52,211 | 198 |
| Lake Charles | 51,560 | 199 |
| Billings | 51,102 | 200 |
| **Total Top 200** | **65,958,508** | |
| Fort Pierce | 49,345 | 201 |
| Altoona | 49,018 | 202 |
| Bryan - College Station | 48,654 | 203 |
| Abilene | 48,306 | 204 |
| Williamsport | 48,065 | 205 |
| Tallahassee | 47,181 | 206 |
| Waterloo - Cedar Falls | 47,093 | 207 |
| Midland, Tex. | 47,033 | 208 |
| Gainesville | 46,918 | 209 |
| Houma - Thibodaux | 46,694 | 210 |
| Rochester, Minn. | 45,992 | 211 |
| Fort Collins - Loveland | 45,661 | 212 |
| Bloomington - Normal | 45,327 | 213 |
| Racine | 45,206 | 214 |
| Fort Smith | 45,015 | 215 |
| Bangor | 44,804 | 216 |
| Decatur, Ill. | 44,719 | 217 |
| Lorain - Elyria | 44,710 | 218 |
| Fargo - Moorhead | 44,632 | 219 |
| Eau Claire | 44,576 | 220 |
| Anderson, Ind. | 44,366 | 221 |
| Killeen - Temple | 44,276 | 222 |
| Tuscaloosa | 43,028 | 223 |
| Texarkana | 42,607 | 224 |
| Brazoria | 42,584 | 225 |
| Bradenton | 42,463 | 226 |
| Wilmington, N.C. | 42,313 | 227 |
| Fayetteville, N.C. | 42,161 | 228 |
| Sioux City | 41,584 | 229 |
| Bloomington, Ind. | 41,174 | 230 |
| Santa Fe | 41,007 | 231 |
| Provo - Orem | 40,735 | 232 |
| Biloxi - Gulfport | 40,321 | 233 |
| Boise | 39,881 | 234 |
| Lima | 39,751 | 235 |
| Kokomo | 39,425 | 236 |
| Topeka | 39,220 | 237 |
| Wheeling | 38,957 | 238 |
| Vineland - Millville - Bridgeton | 38,935 | 239 |
| Lynchburg | 38,925 | 240 |
| Dothan | 38,916 | 241 |
| San Angelo | 38,734 | 242 |
| Danville, Va. | 38,554 | 243 |
| Benton Harbor | 38,203 | 244 |
| Ocala | 37,953 | 245 |
| Elkhart - Goshen | 37,900 | 246 |
| Chico | 37,742 | 247 |
| Parkersburg - Marietta | 37,651 | 248 |
| St. Cloud | 37,424 | 249 |
| Wichita Falls | 37,144 | 250 |
| **Total Top 250** | **68,091,389** | |
| Glens Falls | 37,072 | 251 |
| Olympia | 36,855 | 252 |
| Athens | 36,754 | 253 |
| Joplin | 36,377 | 254 |
| Columbia, Mo. | 36,325 | 255 |
| Johnstown | 36,183 | 256 |
| Florence, Ala. | 36,046 | 257 |
| Florence, S.C. | 35,958 | 258 |
| Jackson, Tenn. | 35,650 | 259 |
| Albany, Ga. | 35,622 | 260 |
| Janesville - Beloit | 35,595 | 261 |
| Lawton | 34,979 | 262 |
| Anderson, S.C. | 34,797 | 263 |
| Cheyenne | 34,704 | 264 |
| Pine Bluff | 34,625 | 265 |
| Redding | 34,495 | 266 |
| Muncie | 34,421 | 267 |
| Richland - Kennewick - Pasco | 33,916 | 268 |
| Victoria | 33,911 | 269 |
| Mansfield | 33,906 | 270 |
| Medford | 32,696 | 271 |
| Enid | 32,665 | 272 |
| Lafayette - West Lafayette | 32,371 | 273 |
| Beaver County, Pa. | 32,073 | 274 |
| Panama City | 32,033 | 275 |
| La Crosse | 31,369 | 276 |
| Bellingham | 30,539 | 277 |
| Casper | 30,514 | 278 |
| Muskegon | 30,091 | 279 |
| Jackson, Mich. | 30,049 | 280 |
| Pueblo | 29,922 | 281 |
| Bremerton | 29,894 | 282 |
| Cumberland | 29,843 | 283 |
| Sharon | 29,564 | 284 |
| Rapid City | 29,522 | 285 |
| Hagerstown | 28,924 | 286 |
| Fort Walton Beach | 28,754 | 287 |
| Owensboro | 28,608 | 288 |
| Wausau | 28,478 | 289 |
| Elmira | 28,441 | 290 |
| State College | 28,413 | 291 |
| Bismarck | 28,096 | 292 |
| Dubuque | 28,054 | 293 |
| Vancouver | 27,897 | 294 |
| Lewiston - Auburn | 27,780 | 295 |
| Battle Creek | 27,534 | 296 |
| Fayetteville - Springdale | 27,279 | 297 |
| Kenosha | 27,202 | 298 |
| Pascagoula | 26,407 | 299 |
| Sherman - Denison | 26,116 | 300 |
| Anniston | 25,464 | 301 |
| St. Joseph | 25,359 | 302 |
| Clarksville - Hopkinsville | 25,045 | 303 |
| Las Cruces | 24,866 | 304 |
| Grand Forks | 24,830 | 305 |
| Gadsden | 24,679 | 306 |
| Hamilton - Middletown | 24,617 | 307 |
| Decatur, Ala. | 24,393 | 308 |
| Steubenville - Weirton | 24,380 | 309 |
| Yuba City | 23,657 | 310 |
| Kankakee | 23,650 | 311 |
| Great Falls | 23,625 | 312 |
| Iowa City | 23,481 | 313 |
| Merced | 21,183 | 314 |
| Greeley | 21,051 | 315 |
| Lawrence, Kans. | 16,247 | 316 |
| Sheboygan | 13,172 | 317 |
| Jacksonville, N.C. | 11,030 | 318 |
| **Total Above Areas** | **70,081,437** | |
| **Percent of U.S.** | **86.3095** | |
| **U.S. Total** | **81,197,797** | |

# Building Material and Hardware Store Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 2,116,600 | 1 |
| Chicago | 1,656,763 | 2 |
| Philadelphia | 1,546,556 | 3 |
| Detroit | 1,505,639 | 4 |
| Boston - Lowrence - Salem - Lowell - Brockton | 1,465,496 | 5 |
| New York | 1,450,674 | 6 |
| Houston | 1,354,909 | 7 |
| Atlanta | 1,157,473 | 8 |
| Washington | 1,087,486 | 9 |
| Nassau - Suffolk | 1,077,172 | 10 |
| St. Louis | 898,025 | 11 |
| Dallas | 875,954 | 12 |
| Baltimore | 805,368 | 13 |
| Riverside - San Bernardino | 773,042 | 14 |
| Minneapolis - St. Paul | 760,903 | 15 |
| Denver | 704,744 | 16 |
| Phoenix | 703,813 | 17 |
| Anaheim - Santa Ana | 624,307 | 18 |
| Oakland | 620,949 | 19 |
| San Diego | 619,983 | 20 |
| Pittsburgh | 600,414 | 21 |
| Tampa - St. Petersburg - Clearwater | 590,948 | 22 |
| Oklahoma City | 576,513 | 23 |
| Seattle | 568,832 | 24 |
| San Francisco | 547,904 | 25 |
| Miami - Hialeah | 537,387 | 26 |
| Sacramento | 530,989 | 27 |
| Kansas City | 523,941 | 28 |
| Newark | 517,174 | 29 |
| Fort Worth - Arlington | 496,269 | 30 |
| San Jose | 492,804 | 31 |
| Austin | 448,449 | 32 |
| San Antonio | 444,300 | 33 |
| Bergen - Passaic | 441,830 | 34 |
| Indianapolis | 441,734 | 35 |
| Cleveland | 428,862 | 36 |
| New Orleans | 426,161 | 37 |
| Charlotte - Gastonia - Rock Hill | 395,926 | 38 |
| Norfolk - Virginia Beach - Newport News | 390,097 | 39 |
| Bridgeport - Stamford - Norwalk - Danbury | 387,294 | 40 |
| Cincinnati | 386,298 | 41 |
| Orlando | 383,619 | 42 |
| Hartford - New Britain - Middletown - Bristol | 383,193 | 43 |
| Milwaukee | 352,531 | 44 |
| Salt Lake City - Ogden | 334,264 | 45 |
| Columbus, Ohio | 334,169 | 46 |
| Monmouth - Ocean | 318,572 | 47 |
| Middlesex - Somerset - Hunterdon | 314,799 | 48 |
| Fort Lauderdale - Hollywood - Pompano Beach | 306,557 | 49 |
| Tulsa | 292,276 | 50 |
| **Total Top 50** | **34,999,962** | |
| New Haven - Waterbury - Meriden | 286,500 | 51 |
| Providence - Pawtucket - Woonsocket | 282,922 | 52 |
| Portland, Ore. | 277,608 | 53 |
| Akron | 276,231 | 54 |
| Greensboro - Winston-Salem - High Point | 274,391 | 55 |
| Rochester, N.Y. | 274,158 | 56 |
| Grand Rapids | 272,861 | 57 |
| Baton Rouge | 265,720 | 58 |
| Louisville | 261,640 | 59 |
| Richmond - Petersburg | 260,981 | 60 |
| West Palm Beach - Boca Raton - Delray Beach | 258,214 | 61 |
| Jacksonville, Fla. | 254,859 | 62 |
| Tacoma | 253,236 | 63 |
| Albany - Schenectady - Troy | 250,639 | 64 |
| Portsmouth - Dover - Rochester | 246,841 | 65 |
| Springfield, Mass. | 239,692 | 66 |
| Omaha | 238,663 | 67 |
| Scranton - Wilkes-Barre | 234,987 | 68 |
| Memphis | 231,901 | 69 |
| Nashville | 230,445 | 70 |
| Las Vegas | 229,792 | 71 |
| Greenville - Spartanburg | 225,586 | 72 |
| Knoxville | 224,145 | 73 |
| Anchorage | 222,060 | 74 |
| Little Rock - North Little Rock | 220,313 | 75 |
| Dayton - Springfield | 213,143 | 76 |
| Harrisburg - Lebanon - Carlisle | 201,443 | 77 |
| Raleigh - Durham | 200,711 | 78 |
| Wichita | 198,021 | 79 |
| Allentown - Bethlehem | 193,202 | 80 |
| Buffalo | 190,860 | 81 |
| Lancaster | 190,169 | 82 |
| Santa Rosa - Petaluma | 189,962 | 83 |
| Syracuse | 189,293 | 84 |
| Manchester - Nashua | 187,187 | 85 |
| Worcester - Fitchburg - Leominster | 186,841 | 86 |
| Flint | 176,592 | 87 |
| Tucson | 176,448 | 88 |
| Albuquerque | 174,842 | 89 |
| Birmingham | 172,354 | 90 |
| Oxnard - Ventura | 172,255 | 91 |
| Bakersfield | 170,118 | 92 |
| Gary - Hammond | 167,496 | 93 |
| Fresno | 163,659 | 94 |
| Lake County, Ill. | 161,768 | 95 |
| Lafayette, La. | 160,574 | 96 |
| McAllen - Edinburg - Mission | 157,125 | 97 |
| Shreveport | 156,540 | 98 |
| Saginaw - Bay City - Midland | 155,534 | 99 |
| Wilmington, Del. | 152,498 | 100 |
| **Total Top 100** | **45,752,982** | |
| Toledo | 152,206 | 101 |
| Lansing - East Lansing | 150,095 | 102 |
| Beaumont - Port Arthur | 147,273 | 103 |
| Corpus Christi | 147,248 | 104 |
| El Paso | 146,812 | 105 |
| Colorado Springs | 146,723 | 106 |
| York | 146,485 | 107 |
| Columbia, S.C. | 146,433 | 108 |
| Portland, Me. | 146,259 | 109 |
| Youngstown - Warren | 145,660 | 110 |
| Lakeland - Winter Haven | 145,220 | 111 |
| Aurora - Elgin | 143,453 | 112 |
| Sarasota | 142,029 | 113 |
| Canton | 140,455 | 114 |
| Charleston, S.C. | 140,071 | 115 |
| Santa Barbara - Santa Maria - Lompoc | 139,018 | 116 |
| New Bedford - Fall River - Attleboro | 138,385 | 117 |
| Fort Pierce | 137,101 | 118 |
| Odessa | 136,379 | 119 |
| Amarillo | 133,720 | 120 |
| Johnson City - Kingsport - Bristol | 133,258 | 121 |
| Mobile | 131,492 | 122 |
| Lake Charles | 129,116 | 123 |
| Fort Myers - Cape Coral | 128,704 | 124 |
| Stockton | 127,315 | 125 |
| Evansville | 124,994 | 126 |
| Fort Wayne | 123,515 | 127 |
| Vallejo - Fairfield - Napa | 123,149 | 128 |
| Midland, Tex. | 123,008 | 129 |
| Atlantic City | 122,273 | 130 |
| New London - Norwich | 121,675 | 131 |
| Ocala | 121,448 | 132 |
| Melbourne - Titusville - Palm Bay | 120,383 | 133 |
| Santa Cruz | 119,680 | 134 |
| Daytona Beach | 116,318 | 135 |
| Abilene | 116,244 | 136 |
| Lubbock | 113,653 | 137 |
| Galveston - Texas City | 112,821 | 138 |
| Boulder - Longmont | 112,578 | 139 |
| Augusta | 112,261 | 140 |
| Modesto | 112,032 | 141 |
| Ann Arbor | 111,987 | 142 |
| Salinas - Seaside - Monterey | 111,841 | 143 |
| Des Moines | 111,614 | 144 |
| Madison | 111,256 | 145 |
| Brownsville - Harlingen | 111,088 | 146 |
| Duluth | 108,745 | 147 |
| Jersey City | 107,382 | 148 |
| Honolulu | 106,419 | 149 |
| Chattanooga | 104,748 | 150 |
| **Total Top 150** | **52,155,004** | |
| Reno | 104,024 | 151 |
| Rockford | 103,021 | 152 |
| Orange County, N.Y. | 101,619 | 153 |
| Visalia - Tulare - Porterville | 100,817 | 154 |
| Joliet | 100,244 | 155 |
| Pensacola | 96,447 | 156 |
| Fort Collins - Loveland | 96,312 | 157 |
| Spokane | 94,445 | 158 |
| Appleton - Oshkosh - Neenah | 93,995 | 159 |
| Davenport - Rock Island - Moline | 93,497 | 160 |
| Peoria | 93,400 | 161 |
| Longview - Marshall | 91,950 | 162 |
| Charleston, W.Va. | 91,502 | 163 |
| Hickory | 90,740 | 164 |
| Tallahassee | 90,694 | 165 |
| St. Cloud | 90,139 | 166 |
| Huntington - Ashland | 89,679 | 167 |
| San Angelo | 88,795 | 168 |
| Asheville | 88,748 | 169 |
| Lexington-Fayette | 88,280 | 170 |
| Burlington, Vt. | 88,161 | 171 |
| Fort Smith | 87,402 | 172 |
| Springfield, Mo. | 86,797 | 173 |
| Reading | 86,331 | 174 |
| Jackson, Miss. | 86,235 | 175 |
| Kalamazoo | 85,380 | 176 |
| Brazoria | 84,305 | 177 |
| Johnstown | 81,543 | 178 |
| Springfield, Ill. | 81,171 | 179 |
| Wichita Falls | 80,985 | 180 |
| Trenton | 80,899 | 181 |
| Waco | 80,443 | 182 |
| Poughkeepsie | 79,403 | 183 |
| Erie | 79,149 | 184 |
| Houma - Thibodaux | 78,965 | 185 |
| Pittsfield | 78,692 | 186 |
| Gainesville | 77,852 | 187 |
| Utica - Rome | 77,382 | 188 |
| Chico | 77,139 | 189 |
| Macon - Warner Robins | 76,359 | 190 |
| Huntsville | 75,883 | 191 |
| Billings | 75,477 | 192 |
| Bangor | 74,202 | 193 |
| Eau Claire | 73,905 | 194 |
| Bryan - College Station | 73,151 | 195 |
| Eugene - Springfield | 72,061 | 196 |
| Naples | 72,009 | 197 |
| Tyler | 69,710 | 198 |
| Redding | 68,561 | 199 |
| Green Bay | 67,800 | 200 |
| **Total Top 200** | **56,400,704** | |
| Laredo | 67,722 | 201 |
| Wilmington, N.C. | 67,601 | 202 |
| Terre Haute | 67,524 | 203 |
| Hagerstown | 67,517 | 204 |
| Roanoke | 67,109 | 205 |
| Killeen - Temple | 66,859 | 206 |
| Bradenton | 66,769 | 207 |
| Lincoln | 66,129 | 208 |
| Champaign - Urbana - Rantoul | 65,595 | 209 |
| Salem, Ore. | 65,341 | 210 |
| Charlottesville | 65,199 | 211 |
| Bremerton | 64,914 | 212 |
| Binghamton | 64,608 | 213 |
| State College | 63,728 | 214 |
| South Bend - Mishawaka | 63,515 | 215 |
| Fort Walton Beach | 62,915 | 216 |
| Savannah | 62,812 | 217 |
| Fayetteville, N.C. | 61,375 | 218 |
| Anderson, S.C. | 61,043 | 219 |
| Boise | 60,897 | 220 |
| Bellingham | 60,568 | 221 |
| Montgomery | 60,479 | 222 |
| Topeka | 60,334 | 223 |
| Florence, S.C. | 59,685 | 224 |
| Lynchburg | 59,668 | 225 |
| Lorain - Elyria | 59,468 | 226 |
| Monroe | 58,278 | 227 |
| Fayetteville - Springdale | 57,870 | 228 |
| Sherman - Denison | 57,156 | 229 |
| Santa Fe | 56,497 | 230 |
| Cedar Rapids | 56,332 | 231 |
| Texarkana | 56,319 | 232 |
| Provo - Orem | 56,284 | 233 |
| Olympia | 55,636 | 234 |
| Parkersburg - Marietta | 55,632 | 235 |
| Alexandria, La. | 54,747 | 236 |
| Fargo - Moorhead | 54,247 | 237 |
| Benton Harbor | 54,235 | 238 |
| Hamilton - Middletown | 54,188 | 239 |
| Muncie | 53,526 | 240 |
| Yakima | 53,014 | 241 |
| Elkhart - Goshen | 52,182 | 242 |
| Athens | 51,102 | 243 |
| Muskegon | 50,968 | 244 |
| Victoria | 49,983 | 245 |
| Bloomington - Normal | 49,552 | 246 |
| Jackson, Mich. | 48,933 | 247 |
| Lima | 48,551 | 248 |
| Racine | 47,524 | 249 |
| Biloxi - Gulfport | 47,334 | 250 |
| **Total Top 250** | **59,340,168** | |
| Yuba City | 47,245 | 251 |
| Lafayette - West Lafayette | 47,106 | 252 |
| Mansfield | 46,793 | 253 |
| Rochester, Minn. | 46,548 | 254 |
| Pine Bluff | 46,128 | 255 |
| Sioux Falls | 46,029 | 256 |
| Glens Falls | 45,619 | 257 |
| Jackson, Tenn. | 45,112 | 258 |
| Wausau | 45,037 | 259 |
| Wheeling | 44,755 | 260 |
| Sioux City | 44,374 | 261 |
| Columbus, Ga. | 44,156 | 262 |
| Clarksville - Hopkinsville | 43,882 | 263 |
| Altoona | 43,554 | 264 |
| Kokomo | 43,363 | 265 |
| Dothan | 43,025 | 266 |
| Decatur, Ill. | 42,632 | 267 |
| Joplin | 41,747 | 268 |
| Richland - Kennewick - Pasco | 41,537 | 269 |
| Battle Creek | 40,430 | 270 |
| Steubenville - Weirton | 40,314 | 271 |
| Burlington, N.C. | 39,200 | 272 |
| Janesville - Beloit | 39,114 | 273 |
| Pueblo | 39,026 | 274 |
| Owensboro | 38,941 | 275 |
| La Crosse | 38,545 | 276 |
| Panama City | 38,364 | 277 |
| Greeley | 38,246 | 278 |
| Jacksonville, N.C. | 37,950 | 279 |
| Florence, Ala. | 37,538 | 280 |
| Waterloo - Cedar Falls | 37,202 | 281 |
| Tuscaloosa | 37,133 | 282 |
| Albany, Ga. | 36,794 | 283 |
| Casper | 36,712 | 284 |
| Anderson, Ind. | 36,234 | 285 |
| Merced | 35,833 | 286 |
| Columbia, Mo. | 35,614 | 287 |
| Medford | 35,285 | 288 |
| Rapid City | 34,998 | 289 |
| Sharon | 34,847 | 290 |
| Beaver County, Pa. | 34,813 | 291 |
| Danville, Va. | 34,548 | 292 |
| Las Cruces | 34,209 | 293 |
| Lewiston - Auburn | 33,925 | 294 |
| Cumberland | 33,341 | 295 |
| Decatur, Ala. | 32,909 | 296 |
| Niagara Falls | 32,777 | 297 |
| Vancouver | 32,430 | 298 |
| Bloomington, Ind. | 31,774 | 299 |
| Williamsport | 31,564 | 300 |
| Kankakee | 31,031 | 301 |
| Sheboygan | 30,246 | 302 |
| Vineland - Millville - Bridgeton | 29,852 | 303 |
| Lawton | 29,151 | 304 |
| Iowa City | 28,473 | 305 |
| Bismarck | 28,091 | 306 |
| Cheyenne | 27,817 | 307 |
| Anniston | 27,514 | 308 |
| Enid | 26,390 | 309 |
| Kenosha | 24,894 | 310 |
| St. Joseph | 24,593 | 311 |
| Elmira | 24,337 | 312 |
| Great Falls | 23,354 | 313 |
| Gadsden | 23,158 | 314 |
| Grand Forks | 22,783 | 315 |
| Dubuque | 22,754 | 316 |
| Lawrence, Kans. | 20,479 | 317 |
| Pascagoula | 19,099 | 318 |
| **Total Above Areas** | **61,773,436** | |
| **Percent of U.S.** | **75.1867** | |
| **U.S. Total** | **82,160,031** | |

# Gasoline Service Station Sales

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach | 3,813,046 | 1 |
| Chicago | 2,220,123 | 2 |
| Detroit | 2,185,148 | 3 |
| Washington | 1,869,054 | 4 |
| Philadelphia | 1,731,938 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton | 1,671,733 | 6 |
| Atlanta | 1,461,837 | 7 |
| New York | 1,444,655 | 8 |
| Minneapolis - St. Paul | 1,415,625 | 9 |
| Houston | 1,375,280 | 10 |
| St. Louis | 1,331,781 | 11 |
| Dallas | 1,171,038 | 12 |
| Anaheim - Santa Ana | 1,092,261 | 13 |
| Nassau - Suffolk | 991,115 | 14 |
| San Diego | 962,564 | 15 |
| Cleveland | 959,368 | 16 |
| Baltimore | 940,143 | 17 |
| Riverside - San Bernardino | 885,638 | 18 |
| Miami - Hialeah | 882,196 | 19 |
| Phoenix | 880,723 | 20 |
| Tampa - St. Petersburg - Clearwater | 846,080 | 21 |
| Kansas City | 822,745 | 22 |
| Oakland | 807,927 | 23 |
| Indianapolis | 806,817 | 24 |
| Seattle | 787,124 | 25 |
| Pittsburgh | 758,980 | 26 |
| Denver | 725,443 | 27 |
| Cincinnati | 716,948 | 28 |
| San Francisco | 713,698 | 29 |
| Newark | 712,237 | 30 |
| Columbus, Ohio | 700,282 | 31 |
| Bergen - Passaic | 623,229 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach | 622,558 | 33 |
| Hartford - New Britain - Middletown - Bristol | 598,907 | 34 |
| Memphis | 594,728 | 35 |
| New Orleans | 584,165 | 36 |
| San Jose | 583,688 | 37 |
| Milwaukee | 582,516 | 38 |
| Sacramento | 549,080 | 39 |
| Middlesex - Somerset - Hunterdon | 527,252 | 40 |
| Louisville | 520,300 | 41 |
| Nashville | 504,893 | 42 |
| Portland, Ore. | 488,309 | 43 |
| Fort Worth - Arlington | 484,913 | 44 |
| Dayton - Springfield | 478,941 | 45 |
| Norfolk - Virginia Beach - Newport News | 477,810 | 46 |
| Bridgeport - Stamford - Norwalk - Danbury | 463,442 | 47 |
| Richmond - Petersburg | 455,903 | 48 |
| Charlotte - Gastonia - Rock Hill | 435,553 | 49 |
| San Antonio | 430,354 | 50 |
| **Total Top 50** | **47,690,088** | |
| Orlando | 428,486 | 51 |
| Jacksonville, Fla. | 426,211 | 52 |
| Monmouth - Ocean | 425,935 | 53 |
| Greensboro - Winston-Salem - High Point | 417,893 | 54 |
| Providence - Pawtucket - Woonsocket | 416,646 | 55 |
| Toledo | 403,931 | 56 |
| Gary - Hammond | 380,353 | 57 |
| Salt Lake City - Ogden | 376,521 | 58 |
| New Haven - Waterbury - Meriden | 373,785 | 59 |
| West Palm Beach - Boca Raton - Delray Beach | 371,157 | 60 |
| Knoxville | 358,728 | 61 |
| Rochester, N.Y. | 357,220 | 62 |
| Oklahoma City | 353,788 | 63 |
| Omaha | 351,715 | 64 |
| Albany - Schenectady - Troy | 341,369 | 65 |
| Harrisburg - Lebanon - Carlisle | 339,873 | 66 |
| Las Vegas | 339,850 | 67 |
| Akron | 329,807 | 68 |
| Birmingham | 313,766 | 69 |
| Grand Rapids | 303,732 | 70 |
| Honolulu | 298,820 | 71 |
| Buffalo | 293,101 | 72 |
| Wilmington, Del. | 289,359 | 73 |
| Allentown - Bethlehem | 288,544 | 74 |
| Greenville - Spartanburg | 286,647 | 75 |
| Worcester - Fitchburg - Leominster | 272,332 | 76 |
| Tulsa | 265,142 | 77 |
| Scranton - Wilkes-Barre | 263,152 | 78 |
| Youngstown - Warren | 261,507 | 79 |
| Springfield, Mass. | 256,428 | 80 |
| Bakersfield | 252,022 | 81 |
| Raleigh - Durham | 247,523 | 82 |
| Flint | 243,284 | 83 |
| Chattanooga | 238,056 | 84 |
| Lake County, Ill. | 237,786 | 85 |
| Little Rock - North Little Rock | 236,433 | 86 |
| Tucson | 234,001 | 87 |
| Oxnard - Ventura | 232,312 | 88 |
| Columbia, S.C. | 229,366 | 89 |
| Austin | 227,229 | 90 |
| Joliet | 223,036 | 91 |
| Santa Barbara - Santa Maria - Lompoc | 218,963 | 92 |
| Lansing - East Lansing | 217,586 | 93 |
| Baton Rouge | 208,442 | 94 |
| Lexington-Fayette | 208,229 | 95 |
| Fresno | 206,541 | 96 |
| Tacoma | 201,060 | 97 |
| Saginaw - Bay City - Midland | 199,609 | 98 |
| Madison | 198,864 | 99 |
| Des Moines | 197,686 | 100 |
| **Total Top 100** | **62,333,914** | |
| Syracuse | 197,451 | 101 |
| New Bedford - Fall River - Attleboro | 195,326 | 102 |
| Mobile | 194,623 | 103 |
| Canton | 190,673 | 104 |
| Fort Wayne | 189,179 | 105 |
| Davenport - Rock Island - Moline | 186,374 | 106 |
| Manchester - Nashua | 183,627 | 107 |
| Jersey City | 182,887 | 108 |
| Jackson, Miss. | 179,743 | 109 |
| Wichita | 175,996 | 110 |
| Vallejo - Fairfield - Napa | 173,452 | 111 |
| Santa Rosa - Petaluma | 168,415 | 112 |
| Portsmouth - Dover - Rochester | 164,921 | 113 |
| Charleston, S.C. | 164,896 | 114 |
| Reno | 164,666 | 115 |
| Corpus Christi | 163,417 | 116 |
| Stockton | 163,182 | 117 |
| Shreveport | 162,043 | 118 |
| Beaumont - Port Arthur | 161,358 | 119 |
| Huntington - Ashland | 160,891 | 120 |
| Rockford | 154,407 | 121 |
| Aurora - Elgin | 150,718 | 122 |
| Lakeland - Winter Haven | 150,225 | 123 |
| Albuquerque | 149,831 | 124 |
| Augusta | 149,619 | 125 |
| Peoria | 149,077 | 126 |
| Atlantic City | 147,199 | 127 |
| Charleston, W.Va. | 146,759 | 128 |
| New London - Norwich | 143,950 | 129 |
| Salinas - Seaside - Monterey | 143,457 | 130 |
| Montgomery | 143,257 | 131 |
| Melbourne - Titusville - Palm Bay | 141,745 | 132 |
| Trenton | 140,495 | 133 |
| Erie | 140,279 | 134 |
| Spokane | 136,985 | 135 |
| Duluth | 133,418 | 136 |
| El Paso | 133,021 | 137 |
| Ann Arbor | 132,634 | 138 |
| Johnson City - Kingsport - Bristol | 128,086 | 139 |
| Portland, Me. | 127,721 | 140 |
| Daytona Beach | 126,487 | 141 |
| Lorain - Elyria | 126,406 | 142 |
| Evansville | 126,015 | 143 |
| Appleton - Oshkosh - Neenah | 125,859 | 144 |
| York | 123,585 | 145 |
| Colorado Springs | 122,692 | 146 |
| Reading | 122,068 | 147 |
| South Bend - Mishawaka | 120,660 | 148 |
| Pensacola | 120,621 | 149 |
| Fort Myers - Cape Coral | 118,598 | 150 |
| **Total Top 150** | **69,932,908** | |
| Roanoke | 117,743 | 151 |
| Orange County, N.Y. | 116,665 | 152 |
| Sarasota | 114,037 | 153 |
| Anchorage | 113,872 | 154 |
| Macon - Warner Robins | 113,433 | 155 |
| Ocala | 113,208 | 156 |
| Kalamazoo | 110,066 | 157 |
| Visalia - Tulare - Porterville | 109,826 | 158 |
| Benton Harbor | 108,116 | 159 |
| Modesto | 108,113 | 160 |
| Lima | 107,217 | 161 |
| Savannah | 105,524 | 162 |
| Binghamton | 105,301 | 163 |
| Muncie | 104,897 | 164 |
| Eugene - Springfield | 104,883 | 165 |
| Hamilton - Middletown | 102,308 | 166 |
| Lancaster | 102,155 | 167 |
| Columbus, Ga. | 96,817 | 168 |
| Boulder - Longmont | 96,762 | 169 |
| Wheeling | 96,595 | 170 |
| Green Bay | 94,046 | 171 |
| Lafayette, La. | 93,237 | 172 |
| Utica - Rome | 93,116 | 173 |
| Fargo - Moorhead | 91,068 | 174 |
| Salem, Ore. | 90,520 | 175 |
| Asheville | 90,296 | 176 |
| Springfield, Ill. | 89,263 | 177 |
| Redding | 88,110 | 178 |
| Tallahassee | 87,084 | 179 |
| Terre Haute | 85,141 | 180 |
| Parkersburg - Marietta | 85,023 | 181 |
| Battle Creek | 84,892 | 182 |
| Champaign - Urbana - Rantoul | 84,551 | 183 |
| Fayetteville, N.C. | 84,084 | 184 |
| Merced | 82,451 | 185 |
| Gainesville | 82,441 | 186 |
| Bangor | 82,183 | 187 |
| Mansfield | 82,127 | 188 |
| Poughkeepsie | 81,735 | 189 |
| Janesville - Beloit | 81,169 | 190 |
| Fort Pierce | 80,517 | 191 |
| Springfield, Mo. | 79,601 | 192 |
| St. Cloud | 79,022 | 193 |
| Burlington, N.C. | 78,877 | 194 |
| Galveston - Texas City | 78,425 | 195 |
| Boise | 78,183 | 196 |
| Bloomington - Normal | 76,232 | 197 |
| Pittsfield | 75,242 | 198 |
| Huntsville | 74,851 | 199 |
| Provo - Orem | 72,622 | 200 |
| **Total Top 200** | **74,586,555** | |
| Amarillo | 72,288 | 201 |
| Bradenton | 72,083 | 202 |
| Lincoln | 71,678 | 203 |
| Kokomo | 71,263 | 204 |
| Steubenville - Weirton | 71,168 | 205 |
| Santa Cruz | 70,760 | 206 |
| Cedar Rapids | 69,968 | 207 |
| Anderson, Ind. | 69,765 | 208 |
| Fort Smith | 69,339 | 209 |
| Biloxi - Gulfport | 69,092 | 210 |
| Midland, Tex. | 68,986 | 211 |
| Eau Claire | 68,455 | 212 |
| Texarkana | 68,324 | 213 |
| Topeka | 68,128 | 214 |
| Yakima | 66,772 | 215 |
| Waco | 66,520 | 216 |
| Muskegon | 66,217 | 217 |
| Tyler | 65,839 | 218 |
| Jackson, Mich. | 65,760 | 219 |
| Richland - Kennewick - Pasco | 65,578 | 220 |
| Las Cruces | 65,282 | 221 |
| Kenosha | 65,204 | 222 |
| Naples | 64,998 | 223 |
| Joplin | 64,777 | 224 |
| Florence, S.C. | 64,255 | 225 |
| Johnstown | 64,183 | 226 |
| Sioux Falls | 63,854 | 227 |
| Fort Collins - Loveland | 63,394 | 228 |
| Rochester, Minn. | 63,195 | 229 |
| Fort Walton Beach | 62,706 | 230 |
| Waterloo - Cedar Falls | 62,580 | 231 |
| Lynchburg | 62,266 | 232 |
| Longview - Marshall | 62,130 | 233 |
| Racine | 60,539 | 234 |
| Elkhart - Goshen | 59,934 | 235 |
| Houma - Thibodaux | 58,882 | 236 |
| Anderson, S.C. | 58,816 | 237 |
| Beaver County, Pa. | 58,196 | 238 |
| Cheyenne | 57,164 | 239 |
| Lafayette - West Lafayette | 56,963 | 240 |
| Tuscaloosa | 56,596 | 241 |
| Decatur, Ill. | 56,192 | 242 |
| Billings | 55,385 | 243 |
| Lake Charles | 53,871 | 244 |
| Charlottesville | 53,795 | 245 |
| Altoona | 53,750 | 246 |
| McAllen - Edinburg - Mission | 53,079 | 247 |
| Abilene | 52,680 | 248 |
| Dothan | 52,329 | 249 |
| Hickory | 52,057 | 250 |
| **Total Top 250** | **77,743,590** | |
| Medford | 51,609 | 251 |
| Sioux City | 51,440 | 252 |
| Bismarck | 51,252 | 253 |
| Killeen - Temple | 50,864 | 254 |
| Lewiston - Auburn | 50,006 | 255 |
| Bryan - College Station | 48,493 | 256 |
| Vancouver | 48,359 | 257 |
| Florence, Ala. | 47,909 | 258 |
| Wichita Falls | 47,829 | 259 |
| Niagara Falls | 46,924 | 260 |
| Panama City | 46,702 | 261 |
| Lubbock | 46,650 | 262 |
| Brownsville - Harlingen | 46,153 | 263 |
| Olympia | 46,136 | 264 |
| Chico | 45,480 | 265 |
| Burlington, Vt. | 45,073 | 266 |
| Glens Falls | 45,009 | 267 |
| Athens | 44,708 | 268 |
| Vineland - Millville - Bridgeton | 44,210 | 269 |
| Bellingham | 43,882 | 270 |
| Clarksville - Hopkinsville | 43,805 | 271 |
| La Crosse | 43,710 | 272 |
| Alexandria, La. | 43,498 | 273 |
| Victoria | 43,482 | 274 |
| Bremerton | 43,459 | 275 |
| Rapid City | 42,476 | 276 |
| Wausau | 42,009 | 277 |
| Brazoria | 41,198 | 278 |
| Bloomington, Ind. | 41,061 | 279 |
| Hagerstown | 40,390 | 280 |
| Cumberland | 40,309 | 281 |
| Wilmington, N.C. | 40,087 | 282 |
| Casper | 39,517 | 283 |
| Columbia, Mo. | 39,224 | 284 |
| Odessa | 38,906 | 285 |
| Owensboro | 38,285 | 286 |
| Greeley | 36,956 | 287 |
| Pueblo | 36,736 | 288 |
| Elmira | 36,715 | 289 |
| Jackson, Tenn. | 36,202 | 290 |
| Pascagoula | 35,533 | 291 |
| Fayetteville - Springdale | 35,292 | 292 |
| Sheboygan | 35,086 | 293 |
| St. Joseph | 34,967 | 294 |
| Santa Fe | 34,875 | 295 |
| Yuba City | 34,446 | 296 |
| Dubuque | 33,067 | 297 |
| Sharon | 33,051 | 298 |
| State College | 33,032 | 299 |
| Sherman - Denison | 31,628 | 300 |
| Iowa City | 31,238 | 301 |
| Anniston | 30,060 | 302 |
| Grand Forks | 29,900 | 303 |
| Lawrence, Kans. | 29,406 | 304 |
| Great Falls | 29,112 | 305 |
| Albany, Ga. | 28,887 | 306 |
| Decatur, Ala. | 27,256 | 307 |
| Monroe | 27,249 | 308 |
| Kankakee | 27,014 | 309 |
| Danville, Va. | 26,733 | 310 |
| Laredo | 25,963 | 311 |
| Williamsport | 25,746 | 312 |
| Enid | 24,535 | 313 |
| Pine Bluff | 23,316 | 314 |
| San Angelo | 20,060 | 315 |
| Jacksonville, N.C. | 19,586 | 316 |
| Gadsden | 19,496 | 317 |
| Lawton | 16,279 | 318 |
| **Total Above Areas** | **80,303,116** | |
| **Percent of U.S.** | **78.7777** | |
| **U.S. Total** | **101,936,359** | |

SECTION C

# METRO, COUNTY & CITY DATA BY STATE

# Alabama

| S&MM ESTIMATES | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| **ANNISTON** | **124.9** | **.0509** | **30.4** | **14.9** | **17.0** | **18.9** | **23.3** | **44.7** | **484,568** | **96,436** | **33,431** | **67,807** | **26,131** | **117,065** | **23,491** |
| Calhoun | 124.9 | .0509 | 30.4 | 14.9 | 17.0 | 18.9 | 23.3 | 44.7 | 484,568 | 96,436 | 33,431 | 67,807 | 26,131 | 117,065 | 23,491 |
| • Anniston | 30.5 | .0124 | 34.2 | 9.3 | 15.6 | 17.2 | 31.6 | 12.2 | 328,741 | 67,539 | 16,310 | 41,623 | 16,372 | 105,929 | 15,441 |
| SUBURBAN TOTAL | 94.4 | .0385 | 29.3 | 16.7 | 17.5 | 19.4 | 20.6 | 32.5 | 155,827 | 28,897 | 17,121 | 26,184 | 9,759 | 11,136 | 8,050 |
| **BIRMINGHAM** | **928.7** | **.3781** | **32.7** | **10.6** | **17.9** | **19.4** | **26.5** | **351.9** | **4,871,001** | **976,245** | **403,630** | **554,354** | **256,875** | **1,266,840** | **215,251** |
| Blount | 41.5 | .0169 | 33.9 | 9.1 | 15.9 | 21.9 | 26.3 | 15.2 | 94,144 | 21,483 | 4,625 | 11,390 | 2,637 | 25,790 | 4,332 |
| Jefferson | 681.6 | .2775 | 32.9 | 10.8 | 17.9 | 18.9 | 27.5 | 263.7 | 4,189,162 | 804,451 | 360,306 | 498,770 | 230,295 | 1,079,870 | 183,380 |
| • Bessemer | 31.8 | .0129 | 33.4 | 10.4 | 15.3 | 15.6 | 32.0 | 11.9 | 267,273 | 70,053 | 14,054 | 29,644 | 7,778 | 90,047 | 6,936 |
| • Birmingham | 280.9 | .1144 | 32.6 | 11.9 | 16.1 | 16.7 | 29.4 | 112.8 | 2,105,006 | 315,311 | 193,728 | 233,250 | 148,998 | 630,963 | 64,790 |
| St. Clair | 49.0 | .0199 | 32.6 | 9.2 | 16.8 | 20.5 | 25.5 | 17.0 | 97,347 | 24,256 | 4,973 | 6,510 | 2,673 | 30,354 | 4,414 |
| Shelby | 85.3 | .0348 | 30.4 | 10.8 | 20.1 | 21.4 | 19.3 | 29.8 | 214,912 | 72,098 | 16,636 | 14,897 | 8,613 | 35,037 | 9,341 |
| Walker | 71.3 | .0290 | 33.3 | 9.6 | 15.9 | 19.9 | 27.4 | 26.2 | 275,436 | 53,957 | 17,090 | 22,787 | 12,657 | 95,789 | 13,784 |
| SUBURBAN TOTAL | 616.0 | .2508 | 32.8 | 10.0 | 17.8 | 21.1 | 24.9 | 227.2 | 2,498,722 | 590,881 | 195,848 | 291,460 | 100,099 | 545,830 | 143,525 |
| **DECATUR** | **100.7** | **.0410** | **32.5** | **9.7** | **17.0** | **21.5** | **24.2** | **37.7** | **533,394** | **100,556** | **37,178** | **71,071** | **30,497** | **147,477** | **22,822** |
| Morgan | 100.7 | .0410 | 32.5 | 9.7 | 17.0 | 21.5 | 24.2 | 37.7 | 533,394 | 100,556 | 37,178 | 71,071 | 30,497 | 147,477 | 22,822 |
| • Decatur | 46.7 | .0190 | 32.6 | 9.9 | 17.4 | 21.4 | 24.5 | 18.3 | 424,296 | 74,198 | 29,772 | 62,792 | 22,150 | 123,950 | 15,279 |
| SUBURBAN TOTAL | 54.0 | .0220 | 32.3 | 9.5 | 16.8 | 21.7 | 23.8 | 19.4 | 109,098 | 26,358 | 7,406 | 8,279 | 8,347 | 23,527 | 7,543 |
| **DOTHAN** | **132.2** | **.0538** | **30.6** | **11.6** | **18.3** | **19.7** | **22.2** | **47.7** | **853,160** | **143,600** | **64,741** | **118,814** | **45,028** | **249,007** | **27,451** |
| Dale | 49.6 | .0202 | 28.5 | 14.7 | 19.8 | 18.3 | 18.9 | 16.7 | 161,681 | 38,090 | 14,946 | 17,403 | 3,856 | 32,770 | 7,402 |
| Houston | 82.6 | .0336 | 32.0 | 9.7 | 17.3 | 20.6 | 24.2 | 31.0 | 691,479 | 105,510 | 49,795 | 101,411 | 41,172 | 216,237 | 20,049 |
| • Dothan | 55.0 | .0224 | 31.8 | 9.8 | 18.1 | 20.7 | 23.4 | 20.9 | 628,402 | 91,545 | 45,665 | 87,031 | 37,663 | 207,011 | 17,628 |
| SUBURBAN TOTAL | 77.2 | .0314 | 29.7 | 12.9 | 18.3 | 19.0 | 21.3 | 26.8 | 224,758 | 52,055 | 19,076 | 31,783 | 7,365 | 41,996 | 9,823 |
| **FLORENCE** | **139.9** | **.0569** | **33.1** | **11.0** | **16.1** | **20.8** | **26.1** | **53.0** | **715,697** | **120,687** | **56,830** | **116,739** | **31,599** | **193,952** | **21,408** |
| Colbert | 55.1 | .0224 | 33.5 | 9.9 | 16.1 | 20.7 | 27.0 | 21.0 | 299,094 | 50,551 | 26,152 | 30,676 | 9,168 | 90,804 | 10,279 |
| Lauderdale | 84.8 | .0345 | 32.7 | 11.6 | 16.2 | 20.8 | 25.5 | 32.0 | 416,603 | 70,136 | 30,678 | 86,063 | 22,431 | 103,148 | 11,129 |
| • Florence | 37.0 | .0151 | 33.1 | 13.7 | 15.4 | 19.1 | 28.0 | 14.6 | 350,336 | 49,977 | 25,121 | 80,440 | 19,424 | 90,144 | 9,638 |
| SUBURBAN TOTAL | 102.9 | .0418 | 33.0 | 10.0 | 16.3 | 21.4 | 25.4 | 38.4 | 365,361 | 70,710 | 31,709 | 36,299 | 12,175 | 103,808 | 11,770 |
| **GADSDEN** | **104.1** | **.0423** | **34.0** | **9.6** | **15.9** | **19.3** | **29.1** | **39.4** | **452,097** | **108,300** | **39,456** | **63,574** | **24,415** | **94,634** | **16,549** |
| Etowah | 104.1 | .0423 | 34.0 | 9.6 | 15.9 | 19.3 | 29.1 | 39.4 | 452,097 | 108,300 | 39,456 | 63,574 | 24,415 | 94,634 | 16,549 |
| • Gadsden | 46.9 | .0191 | 36.6 | 10.1 | 14.5 | 16.7 | 35.1 | 18.9 | 333,438 | 74,832 | 25,992 | 45,174 | 21,281 | 83,970 | 12,032 |
| SUBURBAN TOTAL | 57.2 | .0232 | 32.4 | 9.3 | 17.1 | 21.4 | 24.1 | 20.5 | 118,659 | 33,468 | 13,464 | 18,400 | 3,134 | 10,664 | 4,517 |
| **HUNTSVILLE** | **237.4** | **.0966** | **31.4** | **12.2** | **17.5** | **23.4** | **20.2** | **89.4** | **1,412,488** | **241,572** | **127,329** | **187,436** | **101,569** | **384,369** | **41,504** |
| Madison | 237.4 | .0966 | 31.4 | 12.2 | 17.5 | 23.4 | 20.2 | 89.4 | 1,412,488 | 241,572 | 127,329 | 187,436 | 101,569 | 384,369 | 41,504 |
| • Huntsville | 167.7 | .0683 | 31.9 | 11.9 | 17.5 | 23.9 | 20.6 | 65.5 | 1,309,247 | 220,200 | 117,708 | 183,718 | 94,030 | 364,908 | 39,047 |
| SUBURBAN TOTAL | 69.7 | .0283 | 30.1 | 12.9 | 17.7 | 22.0 | 19.4 | 23.9 | 103,241 | 21,372 | 9,621 | 3,718 | 7,539 | 19,461 | 2,457 |
| **MOBILE** | **477.6** | **.1945** | **31.0** | **11.1** | **17.0** | **19.1** | **24.2** | **173.8** | **2,791,425** | **574,763** | **239,539** | **369,019** | **159,566** | **682,913** | **143,936** |
| Baldwin | 94.1 | .0383 | 33.3 | 9.4 | 15.2 | 20.0 | 27.4 | 34.7 | 494,658 | 131,115 | 42,275 | 50,081 | 20,359 | 99,123 | 26,130 |
| Mobile | 383.5 | .1562 | 30.5 | 11.5 | 17.6 | 18.8 | 23.3 | 139.1 | 2,296,767 | 443,648 | 197,264 | 318,938 | 139,207 | 583,790 | 117,806 |
| • Mobile | 205.9 | .0838 | 31.6 | 12.1 | 17.3 | 18.2 | 25.8 | 78.8 | 1,815,347 | 282,332 | 165,668 | 272,434 | 113,296 | 522,949 | 90,768 |
| SUBURBAN TOTAL | 271.7 | .1107 | 30.6 | 10.4 | 16.7 | 19.7 | 22.9 | 95.0 | 976,078 | 292,431 | 73,871 | 96,585 | 46,270 | 159,964 | 53,168 |
| **MONTGOMERY** | **304.4** | **.1240** | **31.3** | **11.2** | **17.2** | **20.0** | **23.7** | **110.0** | **1,734,875** | **303,007** | **139,252** | **239,853** | **65,051** | **499,316** | **83,122** |
| Autauga | 37.1 | .0151 | 31.2 | 10.3 | 14.9 | 23.3 | 21.0 | 12.6 | 145,358 | 28,570 | 11,945 | 13,030 | 4,076 | 46,636 | 4,711 |
| Elmore | 49.5 | .0202 | 32.4 | 10.3 | 17.1 | 20.0 | 25.6 | 16.7 | 127,162 | 40,853 | 6,404 | 10,219 | 4,740 | 22,060 | 9,999 |
| Montgomery | 217.8 | .0887 | 31.1 | 11.6 | 17.5 | 19.5 | 23.7 | 80.7 | 1,462,355 | 233,584 | 120,903 | 216,604 | 56,235 | 430,620 | 68,412 |
| • Montgomery | 196.5 | .0800 | 31.0 | 11.7 | 17.7 | 19.2 | 23.7 | 73.9 | 1,410,345 | 222,393 | 115,015 | 213,924 | 51,928 | 423,504 | 68,138 |
| SUBURBAN TOTAL | 107.9 | .0440 | 32.0 | 10.5 | 15.9 | 21.5 | 23.7 | 36.1 | 324,530 | 80,614 | 24,237 | 25,929 | 13,123 | 75,812 | 14,984 |

## Notes on Metro and County Data:

Sales & Marketing Management's *Survey of Buying Power* includes population, retail sales, and income data for all 318 Metropolitan Markets and 3,138 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1980 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City that is not a part of the surrounding County.

The following symbols are used in Section C:

☐ This indicates that a County is part of a Metro Market in another state.

- This designates the Central City of a Metro Market.

**Boldface** type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

*Italics* indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

**ALA.** (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TUSCALOOSA** | **145.9** | **.0594** | **29.9** | **16.4** | **17.3** | **18.2** | **23.0** | **53.4** | **776,731** | **181,836** | **63,931** | **110,857** | **29,594** | **170,330** | **28,833** |
| Tuscaloosa | 145.9 | .0594 | 29.9 | 16.4 | 17.3 | 18.2 | 23.0 | 53.4 | 776,731 | 181,836 | 63,931 | 110,857 | 29,594 | 170,330 | 28,833 |
| • Tuscaloosa | 76.2 | .0310 | 28.3 | 22.0 | 17.5 | 15.5 | 22.8 | 28.5 | 598,680 | 113,872 | 51,682 | 105,052 | 24,151 | 141,791 | 16,424 |
| SUBURBAN TOTAL | 69.7 | .0284 | 31.6 | 10.3 | 17.1 | 21.2 | 23.0 | 24.9 | 178,051 | 67,964 | 12,249 | 5,805 | 5,443 | 28,539 | 12,409 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 26.0 | .0106 | 32.7 | 8.8 | 14.9 | 17.3 | 29.3 | 9.2 | 89,025 | 26,101 | 8,909 | 6,056 | 2,249 | 14,895 | 5,733 |
| Bibb | 16.6 | .0068 | 32.2 | 9.7 | 14.9 | 19.0 | 26.9 | 5.9 | 40,873 | 12,701 | 1,765 | 4,047 | 1,555 | 9,967 | 2,749 |
| Bullock | 10.5 | .0042 | 33.3 | 9.7 | 13.8 | 15.2 | 32.4 | 3.5 | 29,786 | 7,080 | 1,583 | 910 | 1,478 | 1,706 | 1,713 |
| Butler | 21.4 | .0087 | 34.1 | 8.6 | 13.8 | 16.9 | 31.8 | 7.7 | 104,273 | 20,172 | 9,125 | 8,518 | 3,704 | 23,885 | 6,423 |
| Chambers | 39.5 | .0161 | 34.0 | 9.0 | 14.9 | 17.9 | 30.7 | 14.5 | 179,638 | 42,407 | 11,147 | 7,472 | 13,053 | 55,060 | 8,106 |
| Cherokee | 20.1 | .0082 | 34.4 | 9.6 | 15.4 | 21.1 | 28.0 | 7.2 | 47,619 | 9,721 | 3,108 | 2,307 | 1,123 | 9,990 | 2,938 |
| Chilton | 33.4 | .0136 | 33.5 | 9.5 | 15.4 | 20.1 | 27.6 | 12.8 | 142,720 | 31,595 | 7,189 | 14,719 | 7,779 | 39,062 | 8,757 |
| Choctaw | 17.1 | .0069 | 31.7 | 9.0 | 14.3 | 18.7 | 26.5 | 5.9 | 50,558 | 17,661 | 6,076 | 2,470 | 2,085 | 6,780 | 2,579 |
| Clarke | 27.4 | .0112 | 31.4 | 9.5 | 14.6 | 18.4 | 26.3 | 9.4 | 138,928 | 41,710 | 8,443 | 12,746 | 5,423 | 23,862 | 10,705 |
| Clay | 13.7 | .0056 | 34.4 | 9.1 | 14.0 | 19.4 | 29.8 | 4.8 | 43,270 | 12,879 | 2,053 | 2,868 | 904 | 9,351 | 919 |
| Cleburne | 13.0 | .0052 | 33.9 | 9.5 | 15.2 | 20.7 | 27.6 | 5.0 | 24,302 | 5,558 | 1,974 | 2,029 | 722 | 6,596 | 926 |
| Coffee | 40.4 | .0165 | 33.1 | 9.5 | 16.7 | 21.0 | 25.8 | 15.0 | 208,369 | 35,157 | 12,034 | 22,508 | 18,513 | 66,937 | 7,017 |
| Conecuh | 15.9 | .0065 | 33.2 | 9.7 | 13.9 | 16.1 | 31.4 | 5.6 | 45,606 | 10,081 | 2,738 | 3,284 | 696 | 4,066 | 3,820 |
| Coosa | 11.4 | .0046 | 34.2 | 9.4 | 14.0 | 18.5 | 30.4 | 4.4 | 8,281 | 2,142 | 439 | 67 | 935 | 1,701 | 390 |
| Covington | 36.1 | .0147 | 37.1 | 8.9 | 13.7 | 19.3 | 33.6 | 14.4 | 173,107 | 38,819 | 9,537 | 14,941 | 12,556 | 42,355 | 10,304 |
| Crenshaw | 14.0 | .0057 | 35.6 | 8.9 | 13.7 | 17.5 | 33.2 | 5.3 | 39,357 | 11,994 | 1,543 | 2,087 | 1,235 | 10,280 | 1,859 |
| Cullman | 68.0 | .0277 | 34.3 | 9.4 | 15.3 | 20.7 | 28.2 | 25.4 | 289,340 | 68,082 | 17,824 | 25,736 | 16,050 | 73,702 | 12,408 |
| Dallas | 53.6 | .0218 | 30.5 | 10.5 | 14.8 | 17.4 | 25.9 | 18.6 | 235,094 | 45,651 | 17,578 | 37,053 | 8,638 | 51,132 | 11,936 |
| De Kalb | 55.5 | .0226 | 34.1 | 9.3 | 15.6 | 20.1 | 28.5 | 21.2 | 165,980 | 39,687 | 11,617 | 14,775 | 8,565 | 40,753 | 9,608 |
| Escambia | 38.0 | .0155 | 32.3 | 9.9 | 16.8 | 19.7 | 25.8 | 12.8 | 167,708 | 28,210 | 10,271 | 15,352 | 8,814 | 36,004 | 9,568 |
| Fayette | 19.3 | .0079 | 34.6 | 9.2 | 14.9 | 19.6 | 29.9 | 7.2 | 61,031 | 15,520 | 3,154 | 6,671 | 2,931 | 16,277 | 3,790 |
| Franklin | 29.1 | .0118 | 34.9 | 9.3 | 15.3 | 20.8 | 29.1 | 11.1 | 140,042 | 25,570 | 5,765 | 13,917 | 9,021 | 49,502 | 6,182 |
| Geneva | 24.5 | .0100 | 34.7 | 8.9 | 14.4 | 19.6 | 30.2 | 9.1 | 58,288 | 18,846 | 1,036 | 5,440 | 1,918 | 11,591 | 3,885 |

Make it BIG

If you want to make it big in 'Bama, take on the state's top market—BIRMINGHAM.

It's number 1 ONE in population, total retail sales and E.B.I.

There's only one other thing you need to know. The leading newspapers in Alabama are The Birmingham News and Birmingham Post-Herald. Let us take *you* to the top.

The Birmingham News

Birmingham Post-Herald

Represented nationally by Newhouse Newspapers

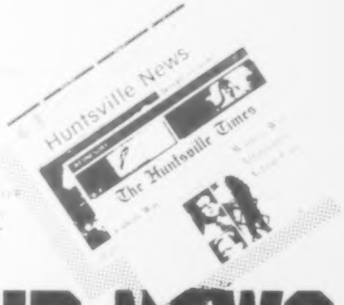
Phone 205-325-2230

| ALA. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Greene | 11.0 | .0045 | 30.7 | 9.8 | 12.9 | 14.8 | 29.6 | 3.7 | 43,452 | 14,697 | 2,598 | 3,082 | 2,057 | 8,152 | 1,805 |
| Hale | 15.1 | .0061 | 31.5 | 10.0 | 13.0 | 15.2 | 30.2 | 5.1 | 33,001 | 11,085 | 854 | 1,294 | 1,203 | 11,236 | 2,566 |
| Henry | 15.4 | .0063 | 33.5 | 8.8 | 15.6 | 18.0 | 29.7 | 5.6 | 55,611 | 15,989 | 2,882 | 3,004 | 2,673 | 5,283 | 1,141 |
| Jackson | 53.8 | .0219 | 32.0 | 9.8 | 17.6 | 21.4 | 23.3 | 19.7 | 179,027 | 31,323 | 9,108 | 19,517 | 8,852 | 68,395 | 7,439 |
| Lamar | 16.8 | .0069 | 34.7 | 8.9 | 14.4 | 20.0 | 29.6 | 6.2 | 53,387 | 14,698 | 1,837 | 2,023 | 2,380 | 7,253 | 2,955 |
| Lawrence | 32.1 | .0131 | 31.5 | 9.4 | 15.7 | 20.3 | 24.2 | 11.1 | 86,722 | 22,597 | 5,174 | 10,056 | 3,539 | 9,644 | 4,103 |
| Lee | 82.7 | .0336 | 27.0 | 22.8 | 16.9 | 17.8 | 18.6 | 32.2 | 422,830 | 89,792 | 36,621 | 67,966 | 13,837 | 102,760 | 12,477 |
| Limestone | 51.7 | .0211 | 32.1 | 10.4 | 16.0 | 21.0 | 24.4 | 18.3 | 198,938 | 45,664 | 18,166 | 20,329 | 8,443 | 47,380 | 9,390 |
| Lowndes | 13.7 | .0056 | 26.8 | 10.8 | 13.0 | 15.2 | 24.1 | 4.0 | 25,357 | 7,665 | 713 | 377 | 887 | 6,750 | 219 |
| Macon | 27.0 | .0110 | 29.3 | 16.7 | 14.5 | 14.0 | 27.7 | 8.7 | 65,599 | 19,208 | 3,228 | 745 | 1,240 | 10,388 | 4,849 |
| Marengo | 25.1 | .0102 | 31.9 | 9.3 | 14.0 | 17.5 | 28.2 | 8.6 | 101,120 | 24,052 | 5,425 | 12,007 | 4,940 | 25,960 | 3,938 |
| Marion | 32.5 | .0133 | 34.4 | 9.2 | 15.5 | 20.5 | 28.5 | 12.1 | 104,400 | 29,295 | 4,894 | 17,235 | 5,199 | 24,063 | 4,249 |
| Marshall | 72.4 | .0294 | 34.1 | 9.7 | 15.7 | 21.1 | 27.5 | 27.9 | 437,581 | 75,642 | 26,729 | 58,372 | 16,540 | 144,154 | 14,634 |
| Monroe | 23.1 | .0094 | 31.2 | 9.2 | 14.6 | 17.7 | 26.8 | 7.8 | 68,393 | 18,546 | 4,449 | 5,967 | 2,056 | 15,597 | 4,052 |
| Perry | 15.0 | .0061 | 30.7 | 11.4 | 12.4 | 15.5 | 29.2 | 4.9 | 24,803 | 6,199 | 822 | 1,537 | 809 | 3,753 | 3,097 |
| Pickens | 21.2 | .0086 | 33.1 | 9.4 | 13.8 | 18.1 | 29.2 | 7.2 | 43,519 | 11,434 | 1,454 | 1,790 | 2,687 | 11,345 | 2,286 |
| Pike | 29.0 | .0118 | 30.8 | 16.7 | 13.5 | 16.4 | 27.9 | 10.4 | 137,032 | 24,966 | 14,272 | 13,596 | 3,532 | 33,657 | 6,941 |
| Randolph | 20.0 | .0081 | 34.5 | 9.3 | 14.1 | 18.3 | 31.1 | 7.3 | 70,069 | 20,812 | 2,654 | 6,080 | 2,430 | 12,427 | 4,165 |
| ☐ Russell | 49.7 | .0203 | 32.0 | 10.5 | 16.0 | 19.4 | 25.8 | 18.3 | 162,986 | 54,900 | 13,513 | 19,952 | 2,572 | 23,439 | 9,684 |
| Sumter | 16.4 | .0066 | 28.8 | 13.4 | 12.9 | 14.0 | 28.1 | 5.3 | 47,339 | 17,004 | 3,811 | 8,055 | 1,141 | 4,943 | 2,945 |
| Talladega | 77.2 | .0315 | 31.3 | 10.5 | 15.3 | 18.8 | 25.5 | 26.9 | 376,180 | 94,245 | 25,555 | 44,273 | 17,274 | 95,861 | 17,711 |
| Tallapoosa | 40.3 | .0164 | 34.2 | 8.8 | 15.1 | 18.8 | 30.0 | 14.9 | 144,401 | 31,699 | 9,492 | 13,700 | 12,463 | 30,133 | 10,387 |
| Washington | 17.0 | .0069 | 30.3 | 9.7 | 15.6 | 19.2 | 23.5 | 5.7 | 46,259 | 8,423 | 1,244 | 2,220 | 3,931 | 8,424 | 1,293 |
| Wilcox | 14.6 | .0060 | 29.4 | 9.3 | 12.9 | 14.3 | 28.5 | 4.6 | 41,505 | 13,378 | 1,968 | 2,898 | 1,237 | 6,776 | 1,344 |
| Winston | 24.0 | .0097 | 33.7 | 9.0 | 16.0 | 21.6 | 26.3 | 8.9 | 82,958 | 23,002 | 5,113 | 11,408 | 6,681 | 16,629 | 2,899 |
| **TOTAL METRO COUNTIES** | 2,745.5 | 1.1178 | 31.8 | 11.4 | 17.3 | 19.8 | 24.7 | 1,019.3 | 14,788,422 | 2,901,902 | 1,218,830 | 1,919,476 | 772,897 | 3,829,342 | 634,051 |
| **TOTAL STATE** | 4,137.1 | 1.6843 | 32.0 | 11.1 | 16.6 | 19.5 | 25.6 | 1,522.4 | 20,161,100 | 4,140,731 | 1,562,801 | 2,472,980 | 1,028,875 | 5,145,759 | 893,251 |

HUNTSVILLE

Alabama's highest average EBI of $36,157-
34% greater than the State average

| Rank | Metro Area | Population | EBI | Total Retail Sales |
|---|---|---|---|---|
| 1 | Birmingham | 928,700 | $10,169,120,000 | $4,871,001,000 |
| 2 | Mobile | 477,000 | 5,005,807,000 | 2,791,425,000 |
| 3 | The Greater Huntsville Market* | 361,500 | 4,362,930,000 | 2,049,007,000 |
| 4 | Montgomery | 304,400 | 3,310,817,000 | 1,734,875,000 |



Represented nationally by Newhouse Newspapers

HUNTSVILLE TIMES AND NEWS

## ALA.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ANNISTON** | **1,179,717** | **19,237** | **26.5** | **27.4** | **13.7** | **7.1** | **.0380** |
| Calhoun | 1,179,717 | 19,237 | 26.5 | 27.4 | 13.7 | 7.1 | .0380 |
| • Anniston | 294,801 | 16,242 | 27.0 | 21.9 | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 884,916 | 20,301 | 26.4 | 29.5 | 14.6 | 6.4 | .0245 |
| **BIRMINGHAM** | **10,169,120** | **21,499** | **23.6** | **26.0** | **15.2** | **11.7** | **.3288** |
| Blount | 305,659 | 15,599 | 30.1 | 25.4 | 9.1 | 3.5 | .0099 |
| Jefferson | 7,858,750 | 22,054 | 23.0 | 25.9 | 15.3 | 12.8 | .2595 |
| • Bessemer | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Birmingham | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| St. Clair | 397,808 | 18,504 | 28.2 | 29.5 | 11.8 | 4.8 | .0121 |
| Shelby | 981,785 | 26,761 | 19.9 | 26.2 | 20.8 | 14.8 | .0264 |
| Walker | 625,118 | 18,149 | 26.4 | 26.6 | 12.9 | 6.2 | .0209 |
| SUBURBAN TOTAL | 7,137,865 | 24,070 | 22.2 | 27.5 | 17.0 | 13.6 | .2099 |
| **DECATUR** | **1,000,682** | **21,002** | **24.5** | **28.2** | **15.7** | **8.2** | **.0343** |
| Morgan | 1,000,682 | 21,002 | 24.5 | 28.2 | 15.7 | 8.2 | .0343 |
| • Decatur | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 480,925 | 19,576 | 26.9 | 29.4 | 13.4 | 6.2 | .0141 |
| **DOTHAN** | **1,270,573** | **19,320** | **27.5** | **27.6** | **12.7** | **7.9** | **.0472** |
| Dale | 449,352 | 18,734 | 29.5 | 27.9 | 11.9 | 6.8 | .0142 |
| Houston | 821,221 | 19,668 | 26.3 | 27.5 | 13.1 | 8.6 | .0330 |
| • Dothan | [illegible] | [illegible] | 25.8 | 27.8 | [illegible] | [illegible] | .0259 |
| SUBURBAN TOTAL | 677,511 | 18,306 | 28.7 | 27.6 | 11.7 | 6.2 | .0213 |
| **FLORENCE** | **1,370,575** | **19,897** | **25.4** | **27.1** | **14.6** | **8.1** | **.0467** |
| Colbert | 497,149 | 18,640 | 26.6 | 28.1 | 13.5 | 5.4 | .0180 |
| Lauderdale | 873,426 | 20,846 | 24.5 | 26.4 | 15.3 | 9.9 | .0287 |
| • Florence | 402,887 | 20,361 | [illegible] | 24.6 | [illegible] | [illegible] | .0161 |
| SUBURBAN TOTAL | 967,688 | 19,733 | 25.9 | 28.0 | 14.1 | 7.3 | .0306 |
| **GADSDEN** | **956,833** | **17,546** | **26.5** | **24.8** | **13.0** | **6.6** | **.0321** |
| Etowah | 956,833 | 17,546 | 26.5 | 24.8 | 13.0 | 6.6 | .0321 |
| • Gadsden | 443,054 | 15,342 | [illegible] | [illegible] | [illegible] | 7.4 | .0172 |
| SUBURBAN TOTAL | 513,779 | 19,484 | 26.3 | 28.3 | 14.6 | 5.9 | .0149 |
| **HUNTSVILLE** | **3,232,418** | **26,950** | **20.6** | **25.7** | **16.6** | **21.0** | **.0971** |
| Madison | 3,232,418 | 26,950 | 20.6 | 25.7 | 16.6 | 21.0 | .0971 |
| • Huntsville | 2,456,774 | 28,387 | [illegible] | 24.8 | 16.9 | [illegible] | .0774 |
| SUBURBAN TOTAL | 775,644 | 23,876 | 23.3 | 27.9 | 15.8 | 14.9 | .0197 |
| **MOBILE** | **5,095,807** | **22,011** | **23.2** | **26.2** | **15.8** | **12.2** | **.1726** |
| Baldwin | 1,003,488 | 21,918 | 24.6 | 26.8 | 15.8 | 11.7 | .0329 |
| Mobile | 4,092,319 | 22,036 | 22.8 | 25.9 | 15.8 | 12.4 | .1397 |
| • Mobile | 2,375,934 | 21,724 | 23.2 | 25.4 | 14.8 | 13.4 | .0890 |
| SUBURBAN TOTAL | 2,724,873 | 22,252 | 23.1 | 26.8 | 16.7 | 11.2 | .0836 |
| **MONTGOMERY** | **3,310,817** | **22,159** | **23.2** | **26.1** | **16.1** | **12.5** | **.1101** |
| Autauga | 370,511 | 24,201 | 19.8 | 28.8 | 19.2 | 11.0 | .0116 |
| Elmore | 448,238 | 20,554 | 24.5 | 27.2 | 15.7 | 8.2 | .0135 |
| Montgomery | 2,492,068 | 22,174 | 23.4 | 25.5 | 15.6 | 13.7 | .0850 |
| • Montgomery | 2,269,617 | 22,233 | [illegible] | 25.7 | 15.8 | 13.4 | .0788 |
| SUBURBAN TOTAL | 1,041,200 | 22,001 | 22.5 | 26.9 | 16.7 | 10.7 | .0313 |
| **TUSCALOOSA** | **1,393,795** | **18,778** | **24.0** | **25.0** | **13.7** | **8.8** | **.0486** |
| Tuscaloosa | 1,393,795 | 18,778 | 24.0 | 25.0 | 13.7 | 8.8 | .0486 |
| • Tuscaloosa | 720,594 | [illegible] | 24.4 | [illegible] | [illegible] | 9.1 | [illegible] |
| SUBURBAN TOTAL | 673,201 | 21,491 | 23.8 | 28.1 | 16.5 | 8.4 | .0195 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| Barbour | 196,861 | 14,701 | 26.5 | 21.2 | 9.4 | 6.3 | .0070 |
| Bibb | 119,535 | 15,453 | 28.8 | 26.0 | 8.7 | 3.1 | .0041 |
| Bullock | 67,632 | 12,691 | 29.4 | 16.3 | 8.3 | 5.0 | .0025 |
| Butler | 172,247 | 15,753 | 28.4 | 24.1 | 8.6 | 6.2 | .0064 |
| Chambers | 373,201 | 19,552 | 25.8 | 26.5 | 14.4 | 8.1 | .0125 |
| Cherokee | 162,332 | 16,371 | 29.4 | 26.4 | 10.6 | 3.8 | .0052 |
| Chilton | 313,086 | 18,364 | 26.3 | 27.3 | 11.5 | 7.3 | .0104 |
| Choctaw | 145,911 | 16,108 | 22.4 | 20.2 | 12.7 | 9.4 | .0046 |
| Clarke | 229,771 | 17,229 | 23.3 | 23.0 | 13.1 | 7.9 | .0085 |
| Clay | 95,027 | 14,527 | 29.4 | 24.8 | 7.4 | 3.1 | .0034 |
| Cleburne | 125,008 | 20,066 | 25.5 | 29.0 | 14.2 | 7.0 | .0036 |
| Coffee | 360,855 | 18,972 | 25.0 | 29.6 | 11.7 | 6.4 | .0129 |
| Conecuh | 112,951 | 13,183 | 24.2 | 22.2 | 7.1 | 5.1 | .0039 |
| Coosa | 106,266 | 17,316 | 26.5 | 28.7 | 9.7 | 5.3 | .0029 |
| Covington | 312,439 | 15,812 | 28.1 | 24.8 | 9.2 | 5.1 | .0111 |
| Crenshaw | 88,188 | 11,203 | 28.6 | 17.1 | 5.9 | 2.9 | .0032 |
| Cullman | 398,272 | 17,043 | 28.3 | 26.0 | 9.9 | 6.5 | .0206 |
| Dallas | 359,725 | 13,233 | 27.9 | 19.8 | 8.4 | 4.2 | .0145 |
| De Kalb | 467,477 | 15,898 | 26.9 | 25.5 | 10.6 | 4.4 | .0150 |
| Escambia | 293,170 | 16,080 | 26.1 | 25.8 | 10.4 | 5.4 | .0110 |
| Fayette | 178,350 | 18,446 | 24.2 | 27.3 | 12.0 | 7.4 | .0056 |
| Franklin | 263,185 | 17,476 | 25.3 | 25.8 | 11.6 | 7.1 | .0092 |
| Geneva | 219,047 | 15,941 | 25.0 | 25.5 | 9.9 | 5.5 | .0065 |
| Greene | 72,133 | 11,876 | 26.6 | 14.6 | 9.1 | 5.6 | .0029 |
| [redacted] | 98,791 | 12,104 | 24.7 | 18.5 | 7.1 | 5.8 | .0035 |
| Henry | 127,169 | 16,890 | 28.3 | 26.3 | 10.6 | 5.6 | .0042 |
| Jackson | 439,771 | 17,658 | 27.6 | 28.1 | 11.5 | 4.4 | .0148 |
| Lamar | 146,436 | 18,331 | 26.4 | 27.6 | 12.9 | 5.5 | .0046 |
| Lawrence | 276,475 | 19,010 | 22.8 | 25.3 | 15.1 | 7.8 | .0086 |
| Lee | 810,300 | 17,022 | 23.8 | 22.2 | 12.6 | 9.0 | .0275 |
| Limestone | 527,603 | 22,069 | 22.7 | 27.4 | 14.9 | 12.4 | .0165 |
| Lowndes | 74,927 | 12,120 | 27.5 | 18.3 | 6.1 | 5.2 | .0027 |
| Macon | 173,464 | 12,347 | 26.4 | 17.6 | 8.3 | 5.7 | .0063 |
| Marengo | 182,597 | 14,035 | 22.8 | 18.9 | 12.7 | 5.9 | .0068 |
| Marion | 289,671 | 18,438 | 26.2 | 29.0 | 11.2 | 6.1 | .0093 |
| Marshall | 602,909 | 16,172 | 28.8 | 24.9 | 9.8 | 5.3 | .0238 |
| Monroe | 195,192 | 17,559 | 24.2 | 24.4 | 12.3 | 8.4 | .0062 |
| Perry | 88,039 | 11,428 | 25.9 | 17.6 | 7.7 | 3.8 | .0030 |
| Pickens | 145,180 | 14,307 | 28.8 | 21.8 | 10.0 | 3.4 | .0049 |
| Pike | 224,269 | 14,582 | 26.2 | 22.4 | 9.9 | 5.3 | .0084 |
| Randolph | 156,428 | 16,312 | 27.2 | 25.6 | 10.5 | 5.0 | .0055 |
| ☐ Russell | 407,476 | 16,480 | 26.1 | 25.0 | 10.8 | 5.9 | .0136 |
| Sumter | 115,997 | 13,587 | 24.1 | 19.1 | 10.1 | 6.8 | .0041 |
| Talladega | 693,371 | 19,273 | 25.4 | 26.0 | 14.3 | 8.2 | .0245 |
| Tallapoosa | 353,256 | 17,729 | 28.5 | 26.5 | 11.7 | 5.9 | .0118 |
| Washington | 151,183 | 21,200 | 21.1 | 24.8 | 18.1 | 9.1 | .0047 |
| Wilcox | 91,094 | 12,685 | 25.7 | 16.5 | 9.1 | 6.1 | .0034 |
| Winston | 199,574 | 16,397 | 30.5 | 24.3 | 10.1 | 5.8 | .0067 |
| **TOTAL METRO COUNTIES** | **29,387,813** | **21,383** | **23.8** | **26.2** | **15.1** | **11.6** | **.9691** |
| **TOTAL STATE** | **40,984,198** | **19,636** | **24.7** | **25.6** | **13.8** | **9.8** | **1.3682** |

## Alaska

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **ANCHORAGE** | **231.1** | **.0941** | **28.4** | **12.8** | **25.0** | **23.2** | **10.2** | **85.1** |
| Anchorage | 231.1 | .0941 | 28.4 | 12.8 | 25.0 | 23.2 | 10.2 | 85.1 |
| • Anchorage | 231.1 | .0941 | 28.4 | 12.8 | 25.0 | 23.2 | 10.2 | 85.1 |
| **OTHER COUNTIES** | | | | | | | | |
| Aleutian Islands | 6.4 | .0026 | 26.3 | 23.7 | 29.7 | 17.7 | 6.6 | 1.3 |
| Aleutians East | 1.7 | .0007 | 26.0 | 23.7 | 29.7 | 18.0 | 4.8 | .4 |
| Bethel | 13.0 | .0053 | 24.3 | 12.5 | 19.1 | 17.8 | 12.0 | 3.4 |
| Bristol Bay | 1.2 | .0005 | 29.5 | 18.2 | 33.7 | 23.0 | 8.3 | .2 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **ANCHORAGE** | **2,475,699** | **422,976** | **319,467** | **341,414** | **116,533** | **429,707** | **93,193** |
| Anchorage | 2,475,699 | 422,976 | 319,467 | 341,414 | 116,533 | 429,707 | 93,193 |
| • Anchorage | 2,475,699 | 422,976 | 319,467 | 341,414 | 116,533 | 429,707 | 93,193 |
| **OTHER COUNTIES** | | | | | | | |
| Aleutian Islands | 11,310 | 6,118 | 1,798 | 1,082 | | 67 | |
| Aleutians East | 3,035 | 1,642 | 483 | 290 | | 18 | |
| Bethel | 27,670 | 5,747 | 742 | 13,173 | 102 | 2,327 | |
| Bristol Bay | 8,151 | 3,095 | 2,490 | | 47 | 793 | |

## ALASKA (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| Dillingham | 6.0 | .0024 | 25.6 | 13.0 | 20.2 | 19.1 | 12.0 | 1.9 | 9,669 | 5,480 | 1,719 | 570 | 58 | 782 | |
| Fairbanks North Star | 70.5 | .0287 | 27.6 | 14.7 | 25.9 | 21.5 | 9.8 | 24.4 | 660,904 | 134,645 | 67,498 | 94,384 | 23,572 | 147,581 | 23,469 |
| Haines | 1.8 | .0008 | 30.9 | 7.9 | 21.9 | 24.3 | 16.7 | .6 | 10,953 | 3,332 | 1,049 | 1,003 | 41 | 624 | |
| Juneau | 26.3 | .0107 | 30.0 | 10.2 | 24.8 | 23.8 | 13.8 | 9.4 | 223,475 | 82,897 | 24,439 | 548 | 13,310 | 19,140 | 6,586 |
| Kenai Peninsula | 43.8 | .0178 | 28.8 | 10.0 | 23.1 | 22.6 | 13.2 | 15.2 | 217,874 | 72,154 | 20,138 | 2,040 | 6,096 | 24,296 | 12,807 |
| Ketchikan Gateway | 12.9 | .0053 | 30.3 | 10.6 | 20.7 | 22.5 | 17.7 | 4.8 | 68,211 | 10,960 | 9,367 | 7,339 | 2,341 | 7,390 | 1,728 |
| Kodiak Island | 14.3 | .0058 | 27.6 | 15.2 | 26.6 | 20.2 | 10.0 | 4.5 | 66,178 | 17,708 | 9,126 | | 1,606 | 11,612 | 1,762 |
| Matanuska-Susitna | 41.6 | .0169 | 29.1 | 8.2 | 22.2 | 23.2 | 13.7 | 13.8 | 124,322 | 53,119 | 12,313 | 3,795 | 3,147 | 7,121 | 855 |
| Nome | 7.8 | .0032 | 25.8 | 12.1 | 19.3 | 18.2 | 14.1 | 2.2 | 29,114 | 14,155 | 3,297 | 5,755 | 577 | 119 | 536 |
| North Slope | 5.5 | .0022 | 26.7 | 13.4 | 22.5 | 20.3 | 11.2 | 1.2 | 34,410 | 2,971 | 30,294 | 1,106 | | | |
| Northwest Arctic | 6.1 | .0025 | 23.8 | 12.9 | 18.7 | 15.7 | 13.4 | 1.6 | 24,965 | 7,894 | 6,108 | 6,945 | | 48 | |
| Prince of Wales-<br>Outer Ketchikan | 5.0 | .0020 | 28.1 | 11.2 | 20.6 | 21.9 | 13.8 | 1.5 | 17,899 | 11,293 | 4,069 | 301 | 140 | 274 | |
| Sitka | 8.5 | .0034 | 28.7 | 11.9 | 21.7 | 22.4 | 13.8 | 2.6 | 43,083 | 19,285 | 4,399 | 1,381 | 2,054 | 607 | 1,000 |
| Skagway-Yakutat-Angoon | 4.2 | .0017 | 28.6 | 9.5 | 23.5 | 20.3 | 14.8 | 1.3 | 9,295 | 3,205 | 1,636 | 1,538 | 63 | 133 | |
| Southeast Fairbanks | 7.3 | .0030 | 26.5 | 13.6 | 24.1 | 20.5 | 8.7 | 2.0 | 16,566 | 6,599 | 2,813 | 1,381 | 73 | 775 | |
| Valdez-Cordova | 9.2 | .0037 | 29.5 | 11.1 | 23.9 | 23.3 | 13.4 | 3.3 | 55,171 | 18,445 | 8,493 | 1,259 | 163 | 3,319 | 827 |
| Wade Hampton | 5.6 | .0023 | 22.0 | 12.4 | 16.6 | 15.7 | 12.4 | 1.1 | 11,634 | 4,016 | 210 | 6,180 | 37 | 82 | |
| Wrangell-Petersburg | 6.5 | .0027 | 29.5 | 10.6 | 22.8 | 20.8 | 16.6 | 2.0 | 31,556 | 17,680 | 2,782 | 634 | 78 | 1,690 | 664 |
| Yukon-Koyukuk | 9.4 | .0038 | 27.7 | 12.1 | 24.8 | 19.8 | 12.0 | 2.7 | 46,007 | 13,143 | 3,988 | 6,209 | 314 | 1,462 | |
| **TOTAL METRO COUNTIES** | 231.1 | .0941 | 28.4 | 12.8 | 25.0 | 23.2 | 10.2 | 85.1 | 2,475,699 | 422,976 | 319,467 | 341,414 | 116,533 | 429,707 | 93,193 |
| **TOTAL STATE** | 545.7 | .2222 | 28.2 | 12.4 | 24.2 | 22.1 | 11.4 | 186.5 | 4,227,151 | 938,561 | 539,218 | 498,327 | 170,352 | 659,967 | 143,427 |

## ALASKA

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ANCHORAGE** | 3,649,024 | 34,008 | 17.6 | 22.8 | 19.2 | 29.4 | .1239 |
| Anchorage | 3,649,024 | 34,008 | 17.6 | 22.8 | 19.2 | 29.4 | .1239 |
| • Anchorage | 3,649,024 | 34,008 | 17.6 | 22.8 | 19.2 | 29.4 | .1239 |
| **OTHER COUNTIES** | | | | | | | |
| Aleutian Islands | 107,946 | 27,105 | 21.8 | 26.0 | 15.1 | 23.6 | .0024 |
| Aleutians East | 28,972 | 27,167 | 21.7 | 26.3 | 14.9 | 23.8 | .0006 |
| Bethel | 107,643 | 19,364 | 24.1 | 18.8 | 13.5 | 16.4 | .0033 |
| Bristol Bay | 18,009 | 42,833 | 8.0 | 18.0 | 23.5 | 42.5 | .0008 |
| Dillingham | 64,644 | 22,040 | 19.9 | 20.2 | 13.2 | 19.6 | .0018 |
| Fairbanks North Star | 1,137,438 | 34,769 | 17.8 | 19.4 | 17.2 | 32.6 | .0363 |
| Haines | 19,903 | 25,889 | 22.8 | 22.6 | 15.8 | 20.0 | .0007 |
| Juneau | 465,434 | 41,829 | 12.3 | 21.6 | 21.2 | 37.7 | .0137 |
| Kenai Peninsula | 380,615 | 29,263 | 17.0 | 20.7 | 18.1 | 26.2 | .0126 |
| Ketchikan Gateway | 203,761 | 35,062 | 12.8 | 24.2 | 22.8 | 27.2 | .0055 |
| Kodiak Island | 215,667 | 34,887 | 17.5 | 19.2 | 19.5 | 35.3 | .0056 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Matanuska-Susitna | 412,494 | 23,659 | 21.7 | 27.1 | 16.9 | 13.7 | .0123 |
| Nome | 78,370 | 22,677 | 20.4 | 18.7 | 13.9 | 21.7 | .0023 |
| North Slope | 69,053 | 36,632 | 14.5 | 18.8 | 21.1 | 31.3 | .0023 |
| Northwest Arctic | 54,380 | 24,077 | 21.0 | 24.8 | 13.9 | 17.9 | .0018 |
| Prince of Wales-Outer Ketchikan | 55,105 | 35,833 | 14.8 | 19.6 | 21.2 | 30.1 | .0019 |
| Sitka | 143,728 | 47,222 | 10.4 | 19.3 | 19.7 | 44.4 | .0038 |
| Skagway-Yakutat-Angoon | 67,971 | 27,367 | 20.6 | 21.0 | 18.6 | 21.1 | .0013 |
| Southeast Fairbanks | 69,639 | 21,094 | 27.7 | 19.3 | 16.5 | 16.1 | .0020 |
| Valdez-Cordova | 153,575 | 33,550 | 15.4 | 18.7 | 14.6 | 33.7 | .0042 |
| Wade Hampton | 25,421 | 15,357 | 27.3 | 22.0 | 9.5 | 7.0 | .0011 |
| Wrangell-Petersburg | 73,581 | 27,653 | 19.3 | 29.7 | 20.4 | 17.0 | .0022 |
| Yukon-Koyukuk | 74,325 | 12,603 | 20.0 | 18.3 | 10.3 | 8.8 | .0029 |
| **TOTAL METRO COUNTIES** | 3,649,024 | 34,008 | 17.6 | 22.8 | 19.2 | 29.4 | .1239 |
| **TOTAL STATE** | 7,876,698 | 31,904 | 17.8 | 22.1 | 18.3 | 27.6 | .2495 |

# Arizona

S&MM ESTIMATES

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| **PHOENIX** | 1,986.1 | .8086 | 32.3 | 11.3 | 18.0 | 19.4 | 25.7 | 775.8 | 13,076,432 | 2,969,710 | 1,317,464 | 1,412,411 | 796,642 | 2,645,180 | 558,050 |
| Maricopa | 1,986.1 | .8086 | 32.3 | 11.3 | 18.0 | 19.4 | 25.7 | 775.8 | 13,076,432 | 2,969,710 | 1,317,464 | 1,412,411 | 796,642 | 2,645,180 | 558,050 |
| Glendale | 134.6 | .0548 | 29.6 | 11.2 | 19.9 | 21.4 | 18.3 | 48.3 | 910,689 | 175,698 | 51,691 | 47,836 | 33,085 | 386,318 | 34,417 |
| • Mesa | 268.8 | .1094 | [illegible] | 11.6 | 20.5 | 17.8 | 23.4 | 105.0 | 2,136,591 | 416,885 | 166,161 | 317,837 | 141,773 | 484,390 | 111,045 |
| • Phoenix | [illegible] | .3848 | 31.6 | 11.4 | 19.1 | 20.2 | 22.9 | 367.7 | 6,421,770 | 1,473,403 | 682,344 | 767,862 | 448,670 | 1,062,458 | 263,537 |
| • Scottsdale | 118.3 | .0482 | 38.8 | 10.3 | 14.3 | 24.1 | 31.5 | 49.8 | 1,396,041 | 251,165 | 162,706 | 138,426 | 75,010 | 392,582 | 52,974 |
| • Tempe | [illegible] | .0580 | 27.9 | 20.9 | 21.3 | 20.2 | 14.8 | 54.0 | 1,163,246 | 265,321 | 144,481 | 84,698 | 42,840 | 215,460 | 48,081 |
| SUBURBAN TOTAL | 510.6 | .2079 | 36.2 | 8.8 | 14.6 | 17.8 | 33.8 | 201.3 | 1,958,782 | 562,933 | 161,572 | 103,588 | 88,349 | 490,290 | 82,413 |
| **TUCSON** | 640.6 | .2608 | 32.1 | 12.4 | 18.4 | 18.5 | 26.2 | 253.2 | 3,634,277 | 778,848 | 388,373 | 502,631 | 235,636 | 746,189 | 155,965 |
| Pima | 640.6 | .2608 | 32.1 | 12.4 | 18.4 | 18.5 | 26.2 | 253.2 | 3,634,277 | 778,848 | 388,373 | 502,631 | 235,636 | 746,189 | 155,965 |
| • Tucson | 396.1 | .1613 | 31.2 | 14.3 | 19.4 | 17.1 | 25.6 | 161.7 | 2,997,384 | 580,005 | 304,927 | 415,762 | 214,409 | 712,985 | 126,378 |
| SUBURBAN TOTAL | 244.5 | .0995 | 33.8 | 8.8 | 17.1 | 20.9 | 27.1 | 91.5 | 636,893 | 198,843 | 83,446 | 86,869 | 21,227 | 33,204 | 29,587 |

**ARIZ.** (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Apache | 60.2 | .0245 | 23.3 | 10.9 | 15.6 | 17.5 | 14.2 | 15.7 | 109,454 | 39,171 | 6,101 | 15,730 | 541 | 6,862 | 4,007 |
| Cochise | 101.4 | .0413 | 31.7 | 10.4 | 16.4 | 19.5 | 25.0 | 36.1 | 365,412 | 111,014 | 33,508 | 44,993 | 10,230 | 73,656 | 13,956 |
| Coconino | 92.5 | .0377 | 25.4 | 18.5 | 19.6 | 17.3 | 13.8 | 29.3 | 605,636 | 122,862 | 84,398 | 71,147 | 17,898 | 77,116 | 19,325 |
| Gila | 40.1 | .0163 | 33.6 | 8.2 | 14.7 | 18.7 | 29.3 | 15.1 | 184,105 | 76,064 | 15,429 | 14,904 | 1,949 | 28,365 | 7,806 |
| Graham | 25.0 | .0102 | 29.1 | 10.8 | 16.0 | 18.5 | 22.1 | 7.4 | 140,208 | 42,004 | 8,130 | 16,588 | 4,111 | 23,892 | 7,354 |
| Greenlee | 9.6 | .0039 | 28.2 | 9.2 | 17.3 | 18.5 | 19.7 | 3.2 | 21,135 | 12,123 | 1,134 | 1,265 | 493 | 2,189 | 732 |
| La Paz | 14.7 | .0059 | 31.6 | 10.5 | 15.1 | 18.6 | 26.3 | 5.9 | 35,976 | 10,117 | 3,601 | 1,009 | 1,064 | 3,562 | 1,289 |
| Mohave | 80.3 | .0327 | 38.9 | 7.5 | 13.6 | 18.6 | 36.6 | 32.9 | 456,477 | 109,651 | 39,078 | 35,203 | 10,759 | 104,240 | 12,244 |
| Navajo | 76.3 | .0311 | 25.6 | 10.0 | 15.9 | 18.6 | 16.5 | 22.7 | 289,810 | 93,767 | 26,458 | 24,651 | 4,664 | 37,026 | 7,465 |
| Pinal | 102.2 | .0416 | 30.9 | 10.2 | 16.5 | 18.5 | 24.7 | 34.7 | 392,127 | 119,454 | 33,962 | 27,145 | 8,550 | 55,488 | 22,540 |
| Santa Cruz | 26.3 | .0107 | 29.9 | 8.8 | 15.9 | 19.0 | 22.9 | 8.4 | 175,880 | 44,517 | 15,797 | 26,304 | 5,862 | 22,723 | 9,151 |
| Yavapai | 94.8 | .0386 | 40.7 | 7.3 | 13.5 | 17.6 | 39.6 | 40.1 | 474,410 | 138,002 | 44,035 | 51,750 | 14,939 | 68,234 | 16,979 |
| Yuma | 91.0 | .0371 | 30.6 | 12.0 | 15.9 | 18.0 | 24.9 | 32.2 | 473,400 | 107,993 | 55,005 | 51,255 | 18,757 | 108,050 | 23,830 |
| Yuma | 48.3 | [illegible] | 29.3 | 14.5 | [illegible] | [illegible] | [illegible] | 17.2 | 339,210 | 70,502 | 37,262 | 45,231 | 15,465 | 89,434 | 19,129 |
| **TOTAL METRO COUNTIES** | **2,626.7** | **1.0694** | **32.2** | **11.6** | **18.1** | **19.2** | **25.8** | **1,029.0** | **16,710,709** | **3,748,558** | **1,705,837** | **1,915,042** | **1,032,278** | **3,391,369** | **714,015** |
| **TOTAL STATE** | **3,441.1** | **1.4010** | **31.9** | **11.4** | **17.6** | **19.0** | **25.5** | **1,312.2** | **20,434,739** | **4,775,297** | **2,072,473** | **2,296,986** | **1,132,095** | **4,002,772** | **860,693** |

**ARIZ.**

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **PHOENIX** | **27,167,784** | **27,403** | **21.3** | **27.4** | **18.5** | **18.6** | **.8397** |
| Maricopa | 27,167,784 | 27,403 | 21.3 | 27.4 | 18.5 | 18.6 | .8397 |
| Glendale | [illegible] | [illegible] | [illegible] | [illegible] | 21.2 | [illegible] | [illegible] |
| • Mesa | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Phoenix | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Scottsdale | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Tempe | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 6,969,206 | 25,954 | 22.9 | 27.9 | 16.9 | 17.7 | .1884 |
| **TUCSON** | **7,342,181** | **21,935** | **26.2** | **27.2** | **15.0** | **11.9** | **.2374** |
| Pima | 7,342,181 | 21,935 | 26.2 | 27.2 | 15.0 | 11.9 | .2374 |
| • Tucson | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 3,155,930 | 26,761 | 22.5 | 27.1 | 17.6 | 17.6 | .0816 |
| **OTHER COUNTIES** | | | | | | | |
| Apache | 347,922 | 16,586 | 24.3 | 22.4 | 12.1 | 3.8 | .0124 |
| Cochise | 885,998 | 18,258 | 31.6 | 26.4 | 12.0 | 6.7 | .0292 |
| Coconino | 883,111 | 22,930 | 23.7 | 27.7 | 16.3 | 12.3 | .0331 |
| Gila | 386,194 | 20,493 | 24.4 | 26.3 | 16.2 | 8.4 | .0129 |
| Graham | 168,063 | 16,569 | 30.4 | 24.6 | 9.9 | 6.6 | .0074 |
| Greenlee | 93,788 | 28,481 | 18.8 | 36.0 | 21.2 | 9.0 | .0026 |
| La Paz | 116,335 | 14,124 | 34.8 | 19.2 | 7.3 | 5.4 | .0038 |
| Mohave | 767,166 | 17,538 | 31.5 | 26.0 | 10.9 | 6.4 | .0274 |
| Navajo | 628,213 | 21,931 | 21.5 | 24.1 | 15.6 | 14.0 | .0216 |
| Pinal | 861,604 | 19,675 | 27.6 | 30.7 | 11.4 | 7.1 | .0293 |
| Santa Cruz | 241,699 | 21,085 | 28.6 | 27.1 | 13.6 | 11.6 | .0094 |
| Yavapai | 995,444 | 18,259 | 30.4 | 26.3 | 11.6 | 7.5 | .0324 |
| Yuma | 814,092 | 18,724 | 31.5 | 26.8 | 12.6 | 7.3 | .0293 |
| Yuma | 470,437 | 20,681 | 29.2 | 28.1 | 15.7 | 7.8 | .0179 |
| **TOTAL METRO COUNTIES** | **34,509,965** | **25,935** | **22.4** | **27.5** | **17.6** | **16.9** | **1.0771** |
| **TOTAL STATE** | **41,699,594** | **24,275** | **23.8** | **27.1** | **16.6** | **15.1** | **1.3279** |

# Arkansas

S&MM ESTIMATES

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FAYETTEVILLE - SPRINGDALE** | **109.1** | **.0444** | **30.5** | **16.4** | **17.8** | **18.8** | **23.3** | **40.9** | **692,830** | **147,498** | **60,635** | **132,392** | **26,018** | **128,886** | **14,329** |
| Washington | 109.1 | .0444 | 30.5 | 16.4 | 17.8 | 18.8 | 23.3 | 40.9 | 692,830 | 147,498 | 60,635 | 132,392 | 26,018 | 128,886 | 14,329 |
| • Fayetteville | [illegible] | [illegible] | [illegible] | [illegible] | 19.2 | 14.5 | 19.6 | [illegible] | 450,438 | 97,311 | 46,046 | 102,156 | 15,414 | 88,424 | 10,209 |
| • Springdale | [illegible] | [illegible] | 32.4 | [illegible] | [illegible] | [illegible] | [illegible] | 9.9 | 224,715 | 48,734 | 14,511 | 29,708 | 10,372 | 39,670 | 3,827 |
| SUBURBAN TOTAL | 40.4 | .0165 | 34.0 | 7.4 | 16.1 | 22.3 | 26.1 | 14.7 | 17,677 | 1,453 | 78 | 528 | 232 | 792 | 293 |
| **FORT SMITH** | **181.4** | **.0739** | **33.1** | **9.5** | **16.2** | **20.1** | **26.9** | **67.4** | **934,217** | **187,039** | **81,395** | **131,766** | **45,154** | **184,560** | **25,337** |
| Crawford | 43.8 | .0178 | 32.5 | 9.0 | 16.3 | 20.7 | 25.3 | 15.3 | 109,741 | 26,672 | 11,233 | 18,916 | 6,139 | 16,933 | 3,526 |
| Sebastian | 101.4 | .0413 | 33.2 | 10.0 | 17.0 | 19.5 | 27.5 | 39.7 | 741,700 | 134,181 | 66,293 | 104,684 | 35,167 | 152,875 | 20,317 |
| • Fort Smith | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 28.5 | [illegible] | 712,639 | 120,485 | 64,689 | 104,205 | 34,744 | 150,839 | 19,837 |
| *Sequoyah, Okla.* | *36.2* | *.0148* | *33.3* | *8.6* | *14.3* | *20.8* | *27.1* | *12.4* | *82,776* | *26,186* | *3,869* | *[illegible]* | *3,848* | *14,752* | *1,494* |
| SUBURBAN TOTAL | 105.8 | .0431 | 32.8 | 8.9 | 15.7 | 20.9 | 25.7 | 36.9 | 221,578 | 66,554 | 16,706 | [illegible] | 10,410 | 33,721 | 5,500 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **515.3** | **.2099** | **31.1** | **11.3** | **19.0** | **19.8** | **22.9** | **189.0** | **3,219,687** | **689,186** | **265,501** | **436,793** | **163,176** | **667,224** | **78,717** |
| Faulkner | 55.8 | .0228 | 30.1 | 16.5 | 15.8 | 18.2 | 24.0 | 19.6 | 247,596 | 51,070 | 23,842 | 26,923 | 12,036 | 39,909 | 5,608 |
| Lonoke | 40.0 | .0163 | 32.4 | 8.9 | 15.4 | 21.4 | 24.5 | 13.8 | 138,806 | 44,198 | 3,505 | 13,913 | 1,884 | 35,810 | 7,263 |
| Pulaski | 360.3 | .1467 | 31.0 | 11.2 | 19.9 | 19.3 | 22.7 | 135.5 | 2,657,231 | 541,368 | 230,722 | 373,676 | 143,560 | 550,921 | 58,908 |
| • Jacksonville | [illegible] | [illegible] | [illegible] | [illegible] | 21.8 | 18.7 | 11.0 | 9.6 | 165,136 | 38,331 | 16,745 | 23,112 | 7,145 | 41,321 | 4,461 |
| • Little Rock | [illegible] | .0774 | [illegible] | [illegible] | 20.7 | 18.2 | 24.5 | 73.9 | 1,729,105 | 330,486 | 162,138 | 230,552 | 107,462 | 368,953 | 38,971 |
| • North Little Rock | 64.9 | .0264 | [illegible] | [illegible] | 17.7 | 18.8 | 28.5 | 25.3 | 695,725 | 153,033 | 47,456 | 119,674 | 25,640 | 123,993 | 13,631 |

## ARK. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| Saline | 59.2 | .0241 | 32.5 | 8.9 | 17.6 | 23.4 | 22.3 | 20.1 | 176,054 | 52,550 | 7,432 | 22,281 | 5,696 | 40,584 | 6,938 |
| SUBURBAN TOTAL | 230.8 | .0940 | 31.0 | 11.1 | 17.3 | 21.5 | 21.6 | 80.2 | 629,721 | 167,336 | 39,162 | 63,455 | 22,929 | 132,957 | 21,654 |
| **PINE BLUFF** | **90.0** | **.0366** | **31.3** | **11.6** | **15.8** | **17.5** | **26.7** | **30.9** | **483,803** | **114,607** | **30,959** | **69,303** | **21,613** | **91,262** | **12,448** |
| Jefferson | 90.0 | .0366 | 31.3 | 11.6 | 15.8 | 17.5 | 26.7 | 30.9 | 483,803 | 114,607 | 30,959 | 69,303 | 21,613 | 91,262 | 12,448 |
| • Pine Bluff | 69.5 | .0283 | 31.9 | 12.0 | 15.6 | 15.9 | 29.2 | 25.0 | 480,013 | 114,030 | 30,508 | 68,942 | 21,255 | 91,233 | 12,420 |
| SUBURBAN TOTAL | 20.5 | .0083 | 29.7 | 10.2 | 16.8 | 23.2 | 12.9 | 5.9 | 3,790 | 577 | 451 | 361 | 358 | 29 | 28 |
| **TEXARKANA** | **121.4** | **.0494** | **33.4** | **9.0** | **16.2** | **18.6** | **28.8** | **44.6** | **802,956** | **171,597** | **61,540** | **115,828** | **37,718** | **150,332** | **25,052** |
| Miller | 39.1 | .0159 | 32.8 | 9.1 | 16.0 | 17.8 | 28.7 | 14.2 | 193,053 | 70,788 | 17,621 | 10,307 | 9,023 | 8,898 | 8,897 |
| • Texarkana | 22.6 | .0092 | 34.2 | 9.2 | 15.6 | 16.6 | 32.2 | 8.5 | 186,383 | 70,193 | 16,515 | 10,269 | 8,913 | 8,709 | 8,874 |
| *Bowie, Tex.* | *82.3* | *.0335* | *33.7* | *9.0* | *16.3* | *19.1* | *28.8* | *30.4* | *609,903* | *100,809* | *43,919* | *105,521* | *28,695* | *141,434* | *16,155* |
| *• Texarkana* | *33.9* | *.0138* | *33.8* | *9.4* | *16.3* | *15.8* | *32.2* | *13.2* | *462,162* | *65,127* | *31,764* | *91,324* | *25,358* | *117,962* | *11,968* |
| SUBURBAN TOTAL | 64.9 | .0264 | 32.9 | 8.6 | 16.3 | 20.8 | 25.8 | 22.8 | 154,411 | 36,277 | 13,261 | 14,235 | 3,447 | 23,661 | 4,210 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Arkansas | 22.6 | .0092 | 34.6 | 9.1 | 15.5 | 18.7 | 30.7 | 8.6 | 109,793 | 30,205 | 5,701 | 13,799 | 4,463 | 15,650 | 2,800 |
| Ashley | 26.6 | .0108 | 32.8 | 8.8 | 14.8 | 19.8 | 26.9 | 9.4 | 83,610 | 23,374 | 4,012 | 11,693 | 3,073 | 17,472 | 4,298 |
| Baxter | 32.4 | —.0132 | 47.4 | 5.8 | 11.4 | 16.0 | 47.7 | 13.5 | 139,309 | 31,751 | 8,644 | 23,085 | 10,023 | 21,234 | 8,227 |
| Benton | 94.4 | .0384 | 36.1 | 9.1 | 14.7 | 19.1 | 32.5 | 35.7 | 411,643 | 107,435 | 23,241 | 59,114 | 21,415 | 83,496 | 8,539 |
| Boone | 29.6 | .0121 | 36.4 | 8.6 | 15.0 | 19.5 | 32.5 | 11.5 | 169,647 | 43,480 | 10,839 | 28,445 | 7,779 | 35,042 | 6,464 |
| Bradley | 13.5 | .0055 | 37.6 | 8.5 | 12.5 | 18.1 | 35.3 | 5.1 | 48,001 | 14,907 | 2,436 | 3,683 | 1,165 | 7,499 | 2,754 |
| Calhoun | 6.1 | .0025 | 35.7 | 10.5 | 13.1 | 18.1 | 32.8 | 2.2 | 12,242 | 4,966 | 284 | 109 | 321 | 2,021 | 345 |
| Carroll | 18.7 | .0076 | 39.7 | 7.2 | 14.2 | 19.2 | 37.2 | 7.8 | 88,953 | 29,545 | 7,071 | 7,586 | 2,664 | 12,406 | 1,944 |
| Chicot | 16.8 | .0068 | 31.8 | 9.0 | 12.5 | 15.7 | 30.4 | 5.7 | 53,973 | 18,726 | 2,557 | 2,411 | 751 | 11,077 | 2,156 |
| Clark | 23.3 | .0095 | 32.3 | 16.7 | 14.2 | 16.8 | 29.3 | 8.1 | 121,840 | 26,191 | 9,231 | 18,285 | 2,353 | 31,779 | 3,955 |
| Clay | 19.9 | .0081 | 38.8 | 7.7 | 12.7 | 19.4 | 35.9 | 7.7 | 49,180 | 15,635 | 2,729 | 6,859 | 1,019 | 9,143 | 3,619 |
| Cleburne | 20.6 | .0084 | 39.9 | 7.5 | 12.2 | 20.5 | 36.7 | 8.0 | 84,467 | 12,619 | 3,041 | 11,181 | 1,693 | 16,322 | 1,642 |
| Cleveland | 8.3 | .0034 | 35.6 | 8.0 | 14.4 | 20.2 | 30.7 | 3.0 | 6,642 | 1,908 | 296 | | 123 | 286 | 332 |
| Columbia | 26.3 | .0107 | 34.5 | 11.9 | 15.4 | 18.0 | 31.4 | 9.7 | 113,720 | 26,212 | 7,163 | 20,414 | 9,182 | 15,032 | 4,712 |
| Conway | 19.9 | .0081 | 33.4 | 9.0 | 14.1 | 18.6 | 30.6 | 7.1 | 147,634 | 36,818 | 6,165 | 21,206 | 5,413 | 42,096 | 2,855 |

Nobody covers Food Shoppers like the Arkansas Gazette.

It's no surprise that food shoppers turn to the Gazette for food savings when planning their weekly shopping. Among coupon users, nearly two-thirds take advantage of coupon savings every week.

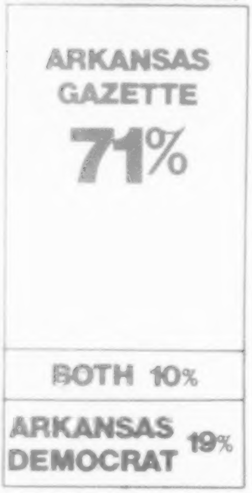
Eight of 10 coupon users clip their savings from the Gazette, and 7 of 10 use the Gazette as their only coupon source.

Arkansas Gazette.
Quality makes the difference.

For more information, or to place your ad, call
Bob Wadding at 501-371-3994.

Represented nationally by Gannett National Newspaper Sales

LEADING SOURCE FOR COUPONS IS THE GAZETTE.



NEWSPAPER SOURCE

Urban and Associates 1988 Study
of Media and Shopping Habits
Little Rock MSA

## METRO & COUNTY TOTALS

| ARK. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
| Craighead | 66.3 | .0270 | 31.3 | 14.0 | 17.0 | 19.5 | 24.2 | 24.1 | 465,784 | 92,148 | 43,832 | 76,606 | 20,532 | 79,269 | 17,796 |
| ☐ Crittenden | 50.4 | .0205 | 29.2 | 10.2 | 15.6 | 18.7 | 22.3 | 16.8 | 423,366 | 76,417 | 23,307 | 31,473 | 12,846 | 74,374 | 12,404 |
| • West Memphis | 27.5 | .0113 | 29.1 | 10.5 | 17.2 | 19.7 | 21.1 | 9.7 | 320,432 | 59,784 | 20,510 | 29,224 | 9,728 | 67,923 | 10,517 |
| Cross | 20.2 | .0082 | 31.2 | 9.4 | 15.0 | 18.0 | 26.2 | 6.8 | 83,904 | 27,482 | 4,114 | 12,141 | 1,869 | 11,838 | 1,742 |
| Dallas | 10.7 | .0044 | 35.6 | 8.4 | 14.2 | 17.9 | 32.9 | 4.0 | 42,863 | 11,950 | 1,788 | 6,662 | 1,505 | 9,094 | 1,329 |
| Desha | 19.3 | .0079 | 30.8 | 9.8 | 14.7 | 16.2 | 27.7 | 6.6 | 164,020 | 37,792 | 4,693 | 24,013 | 3,965 | 62,963 | 2,988 |
| Drew | 18.4 | .0074 | 31.6 | 12.5 | 15.2 | 18.4 | 26.4 | 6.5 | 63,493 | 15,688 | 4,032 | 8,781 | 2,467 | 12,450 | 2,211 |
| Franklin | 16.5 | .0067 | 35.2 | 8.9 | 14.4 | 19.4 | 31.0 | 6.0 | 42,852 | 14,977 | 3,073 | 3,885 | 763 | 7,499 | 2,017 |
| Fulton | 10.7 | .0043 | 39.7 | 7.0 | 13.2 | 18.2 | 37.8 | 4.4 | 22,241 | 7,547 | 2,013 | 1,847 | 1,161 | 2,104 | 1,844 |
| Garland | 77.1 | .0314 | 39.4 | 8.1 | 14.1 | 18.2 | 37.6 | 32.1 | 464,754 | 99,206 | 51,642 | 87,421 | 16,916 | 85,867 | 13,150 |
| Grant | 14.2 | .0058 | 34.6 | 8.7 | 15.1 | 22.7 | 26.6 | 5.1 | 33,568 | 10,324 | 2,374 | 4,603 | 471 | 3,973 | 1,581 |
| Greene | 32.8 | .0134 | 34.6 | 9.2 | 15.5 | 20.1 | 29.3 | 12.3 | 138,485 | 30,588 | 10,149 | 23,083 | 6,105 | 22,434 | 4,962 |
| Hempstead | 23.9 | .0097 | 35.8 | 8.4 | 13.8 | 18.9 | 32.1 | 8.5 | 86,307 | 28,805 | 5,486 | 9,280 | 3,017 | 13,020 | 2,785 |
| Hot Spring | 28.3 | .0115 | 34.9 | 8.6 | 15.4 | 19.7 | 30.1 | 10.6 | 94,676 | 21,254 | 6,330 | 10,485 | 2,745 | 22,687 | 2,270 |
| Howard | 14.0 | .0057 | 35.6 | 8.3 | 14.2 | 17.8 | 33.1 | 5.1 | 74,469 | 19,093 | 2,904 | 11,108 | 2,844 | 19,725 | 3,054 |
| Independence | 32.9 | .0134 | 34.2 | 9.4 | 15.9 | 20.1 | 28.6 | 11.9 | 123,497 | 30,257 | 7,017 | 16,885 | 6,042 | 23,384 | 3,707 |
| Izard | 11.3 | .0046 | 44.7 | 6.0 | 11.9 | 16.7 | 45.0 | 4.4 | 35,936 | 14,258 | 650 | 1,028 | 317 | 10,353 | 1,685 |
| Jackson | 20.3 | .0083 | 34.8 | 8.7 | 14.6 | 18.9 | 30.9 | 7.6 | 105,555 | 28,195 | 9,022 | 10,856 | 4,063 | 19,271 | 3,961 |
| Johnson | 19.0 | .0078 | 36.5 | 9.1 | 13.8 | 18.2 | 33.7 | 7.1 | 60,636 | 18,588 | 2,526 | 6,975 | 2,568 | 16,897 | 1,976 |
| Lafayette | 9.8 | .0039 | 35.2 | 7.6 | 13.1 | 17.4 | 32.9 | 3.6 | 26,251 | 11,295 | 735 | 1,300 | 1,123 | 2,638 | 1,410 |
| Lawrence | 18.7 | .0077 | 36.3 | 9.7 | 13.8 | 18.6 | 33.1 | 7.2 | 78,718 | 17,900 | 4,237 | 5,897 | 2,937 | 23,062 | 3,387 |
| Lee | 15.0 | .0061 | 31.2 | 8.6 | 12.4 | 16.1 | 29.2 | 5.1 | 36,336 | 12,482 | 2,382 | 2,022 | 773 | 6,428 | 2,644 |
| Lincoln | 13.1 | .0053 | 32.2 | 11.2 | 16.8 | 18.8 | 25.9 | 3.6 | 27,963 | 10,557 | 260 | 639 | 241 | 7,918 | 813 |
| Little River | 14.7 | .0060 | 32.3 | 8.8 | 15.4 | 19.4 | 26.4 | 5.0 | 43,401 | 13,737 | 1,718 | 4,997 | 742 | 13,808 | 1,449 |
| Logan | 21.5 | .0087 | 36.1 | 8.0 | 13.7 | 18.6 | 33.0 | 7.8 | 70,070 | 16,316 | 4,541 | 8,366 | 1,618 | 24,966 | 3,001 |
| Madison | 12.2 | .0050 | 36.2 | 7.7 | 12.0 | 19.4 | 32.3 | 4.6 | 30,105 | 9,663 | 1,823 | 3,096 | 1,676 | 2,443 | 1,003 |
| Marion | 13.2 | .0054 | 40.4 | 5.3 | 12.6 | 17.9 | 39.4 | 5.1 | 12,711 | 7,870 | 718 | 108 | 122 | 750 | 479 |
| Mississippi | 57.8 | .0235 | 29.7 | 11.4 | 16.2 | 17.5 | 24.0 | 19.7 | 255,122 | 61,431 | 16,952 | 43,247 | 9,280 | 57,064 | 8,953 |
| Monroe | 12.2 | .0050 | 34.1 | 8.5 | 12.8 | 16.8 | 32.7 | 4.5 | 57,451 | 14,891 | 4,980 | 8,385 | 1,494 | 10,020 | 1,398 |
| Montgomery | 8.5 | .0034 | 39.4 | 7.7 | 12.3 | 19.6 | 36.6 | 3.4 | 18,810 | 5,559 | 1,431 | 1,050 | 456 | 2,670 | 303 |
| Nevada | 10.8 | .0044 | 35.9 | 8.6 | 13.5 | 16.9 | 34.2 | 3.8 | 32,211 | 10,981 | 1,305 | 2,430 | 2,001 | 7,483 | 1,253 |

We're America's Fastest Growing Newspaper

There are 120 newspapers in America with 100,000 daily circulation or more. Of that 120, the Arkansas Democrat had a daily circulation increase of 24%*, the largest increase of them all. The second highest increase of any other newspaper was only 14%.

Also, in a continuing market study conducted in September and October of 1987 by the Belden Company, the Arkansas Democrat led in Sunday readership in the Little Rock/North Little Rock MSA. The Democrat led with 217,000 readers versus 208,000 readers for the Arkansas Gazette.

The facts are clear. Your advertising placement needs to be in the newspaper that more and more Arkansans are turning to.

Arkansas Democrat

*Arkansas' Newspaper*

For more detailed demographic information contact Dick Browning, National Advertising Manager (501) 378-3447
Represented nationally by Branham Newspaper Sales
*Source: Audit Bureau of Circulations, FAS-FAX, United States Newspapers, March 31, 1988

## ARK. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Newton | 8.5 | .0035 | 33.8 | 8.0 | 16.1 | 20.0 | 28.2 | 3.1 | 6,004 | 3,249 | 617 | | 105 | 147 | 171 |
| Ouachita | 33.5 | .0136 | 35.7 | 8.7 | 14.6 | 18.1 | 32.7 | 12.6 | 210,561 | 56,591 | 12,483 | 21,719 | 9,816 | 46,026 | 9,279 |
| Perry | 8.4 | .0035 | 34.7 | 7.6 | 14.5 | 19.5 | 30.1 | 2.9 | 10,741 | 5,941 | 555 | | 108 | 612 | 356 |
| Phillips | 32.4 | .0131 | 30.8 | 9.0 | 13.0 | 16.8 | 27.7 | 10.9 | 149,935 | 42,451 | 6,093 | 15,877 | 5,300 | 40,659 | 6,624 |
| Pike | 10.8 | .0044 | 36.2 | 8.7 | 14.1 | 19.5 | 32.2 | 4.1 | 32,358 | 11,274 | 865 | 2,328 | 613 | 5,193 | 1,540 |
| Poinsett | 26.2 | .0107 | 33.7 | 9.0 | 14.9 | 19.8 | 28.3 | 9.4 | 84,295 | 21,538 | 5,556 | 8,321 | 2,980 | 11,478 | 6,445 |
| Polk | 17.9 | .0073 | 38.2 | 7.4 | 12.5 | 19.5 | 35.0 | 6.5 | 75,459 | 22,384 | 3,922 | 10,568 | 2,719 | 17,145 | 2,868 |
| Pope | 45.0 | .0183 | 32.3 | 12.0 | 16.2 | 20.2 | 25.4 | 16.6 | 319,296 | 66,935 | 23,528 | 41,207 | 13,757 | 83,338 | 9,085 |
| Prairie | 9.8 | .0040 | 35.3 | 8.8 | 13.9 | 19.2 | 31.3 | 3.7 | 28,409 | 5,870 | 1,330 | 342 | 482 | 7,629 | 1,762 |
| Randolph | 17.3 | .0070 | 35.9 | 8.2 | 13.9 | 19.5 | 31.7 | 6.5 | 42,141 | 15,961 | 2,313 | 3,265 | 1,974 | 7,136 | 1,166 |
| St. Francis | 30.3 | .0124 | 29.9 | 9.3 | 14.7 | 17.1 | 25.3 | 10.0 | 130,284 | 29,985 | 8,101 | 13,397 | 5,596 | 14,681 | 4,805 |
| Scott | 10.5 | .0043 | 37.7 | 7.8 | 12.6 | 21.3 | 32.9 | 4.1 | 24,750 | 4,726 | 2,111 | 5,522 | 764 | 5,907 | 1,873 |
| Searcy | 9.0 | .0036 | 37.9 | 7.4 | 13.8 | 19.3 | 34.6 | 3.6 | 17,760 | 5,219 | 827 | 1,327 | 502 | 2,163 | 1,030 |
| Sevier | 14.5 | .0059 | 35.2 | 8.1 | 14.7 | 20.0 | 30.4 | 5.4 | 39,630 | 4,551 | 2,698 | 8,151 | 706 | 6,904 | 3,265 |
| Sharp | 16.2 | .0066 | 43.2 | 6.9 | 11.4 | 16.0 | 43.2 | 6.4 | 27,238 | 7,260 | 2,477 | 3,228 | 2,699 | 3,317 | 944 |
| Stone | 10.0 | .0041 | 37.0 | 7.3 | 14.5 | 20.9 | 32.1 | 3.7 | 31,019 | 7,951 | 1,957 | 3,784 | 541 | 11,072 | 402 |
| Union | 49.4 | .0201 | 35.0 | 9.0 | 15.0 | 18.0 | 32.1 | 18.5 | 263,212 | 68,505 | 17,624 | 17,166 | 14,322 | 57,648 | 11,195 |
| Van Buren | 15.8 | .0064 | 40.5 | 6.5 | 12.7 | 18.0 | 38.9 | 6.2 | 45,398 | 16,096 | 2,738 | 1,038 | 1,468 | 11,885 | 1,642 |
| White | 54.5 | .0222 | 33.2 | 12.4 | 14.3 | 19.4 | 28.1 | 19.3 | 238,200 | 54,983 | 15,370 | 18,289 | 8,220 | 81,745 | 8,885 |
| Woodruff | 10.3 | .0042 | 33.7 | 8.7 | 14.0 | 16.1 | 32.0 | 3.7 | 28,466 | 7,906 | 872 | 1,008 | 968 | 6,983 | 2,124 |
| Yell | 18.2 | .0074 | 37.2 | 8.2 | 13.8 | 19.7 | 33.4 | 6.9 | 48,084 | 8,380 | 3,119 | 6,341 | 892 | 8,997 | 2,955 |
| **TOTAL METRO COUNTIES** | **949.1** | **.3864** | **31.3** | **11.5** | **17.8** | **19.3** | **24.2** | **346.8** | **5,864,180** | **1,259,349** | **475,549** | **803,868** | **273,982** | **1,140,452** | **150,638** |
| **TOTAL STATE** | **2,420.0** | **.9852** | **33.4** | **10.2** | **15.8** | **18.9** | **28.6** | **890.3** | **12,129,763** | **2,851,711** | **886,842** | **1,611,812** | **519,764** | **2,473,750** | **378,847** |

## ARK.

### EFFECTIVE BUYING INCOME—1987

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **FAYETTEVILLE - SPRINGDALE** | **1,190,367** | **20,718** | **27.0** | **27.5** | **12.9** | **11.2** | **.0409** |
| Washington | 1,190,367 | 20,718 | 27.0 | 27.5 | 12.9 | 11.2 | .0409 |
| • Fayetteville | 474,232 | 18,225 | 27.1 | 22.7 | 15.8 | 12.5 | .0195 |
| • Springdale | 304,098 | 23,957 | 24.8 | 30.6 | 17.0 | 11.2 | [illegible] |
| SUBURBAN TOTAL | 412,037 | 21,136 | 27.5 | 30.8 | 12.4 | 9.7 | .0100 |
| **FORT SMITH** | **1,901,094** | **20,038** | **26.7** | **27.2** | **13.3** | **9.6** | **.0628** |
| Crawford | 407,993 | 20,692 | 25.7 | 31.1 | 12.9 | 7.8 | .0121 |
| Sebastian | 1,256,415 | 22,108 | 25.4 | 27.3 | 15.5 | 12.2 | .0424 |
| • Fort Smith | 987,926 | 22,168 | 25.4 | 26.6 | 15.1 | 13.3 | .0354 |
| *Sequoyah, Okla.* | *236,686* | *14,088* | *32.2* | *22.5* | *6.6* | *3.4* | *.0083* |
| SUBURBAN TOTAL | 913,168 | 18,419 | 27.9 | 27.7 | 11.8 | 6.5 | .0274 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **6,455,121** | **24,957** | **22.8** | **27.3** | **17.0** | **16.0** | **.2053** |
| Faulkner | 623,225 | 23,126 | 24.8 | 26.8 | 16.7 | 12.9 | .0191 |
| Lonoke | 350,823 | 18,865 | 26.1 | 26.7 | 13.3 | 7.2 | .0115 |
| Pulaski | 4,896,097 | 26,135 | 22.2 | 26.7 | 17.3 | 18.4 | .1573 |
| • Jacksonville | 332,410 | 25,004 | 27.4 | 33.8 | 16.6 | 12.9 | .0108 |
| • Little Rock | 2,768,959 | 25,843 | 22.2 | 26.0 | 16.2 | 19.6 | .0923 |
| • North Little Rock | 882,413 | 25,791 | 21.3 | 25.8 | 16.5 | 18.9 | .0326 |
| Saline | 584,976 | 23,690 | 23.5 | 31.5 | 18.2 | 8.2 | .0174 |
| SUBURBAN TOTAL | 2,471,339 | 23,941 | 23.5 | 27.9 | 18.1 | 12.1 | .0696 |
| **PINE BLUFF** | **864,529** | **19,861** | **23.5** | **23.7** | **13.6** | **12.5** | **.0302** |
| Jefferson | 864,529 | 19,861 | 23.5 | 23.7 | 13.6 | 12.5 | .0302 |
| • Pine Bluff | 680,725 | 18,760 | 23.9 | 23.2 | 12.4 | 12.0 | .0256 |
| SUBURBAN TOTAL | 183,804 | 25,383 | 22.3 | 25.9 | 18.7 | 14.4 | .0046 |
| **TEXARKANA** | **1,236,537** | **20,577** | **23.8** | **26.2** | **14.7** | **10.3** | **.0448** |
| Miller | 417,072 | 21,925 | 22.4 | 25.8 | 15.8 | 12.0 | .0134 |
| • Texarkana | 247,635 | 20,950 | 23.4 | 24.9 | 16.1 | 11.0 | .0093 |
| *Bowie, Tex.* | *819,465* | *20,034* | *24.4* | *26.2* | *14.3* | *9.5* | *.0314* |
| *• Texarkana* | *337,524* | *18,138* | *25.9* | *24.3* | *12.0* | *9.1* | *.0170* |
| SUBURBAN TOTAL | 651,178 | 22,078 | 22.7 | 27.6 | 15.9 | 10.7 | .0185 |
| **OTHER COUNTIES** | | | | | | | |
| Arkansas | 225,114 | 17,716 | 27.3 | 23.9 | 11.1 | 9.5 | .0075 |
| Ashley | 258,855 | 20,787 | 20.8 | 23.7 | 16.3 | 11.0 | .0079 |
| Baxter | 369,334 | 20,309 | 31.3 | 30.2 | 12.9 | 7.8 | .0111 |
| Benton | 1,067,156 | 22,459 | 26.9 | 31.2 | 14.6 | 10.3 | .0323 |
| Boone | 271,748 | 16,560 | 32.2 | 24.1 | 9.4 | 6.7 | .0100 |
| Bradley | 120,043 | 16,881 | 24.0 | 23.9 | 12.1 | 6.8 | .0038 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Calhoun | 55,341 | 17,977 | 23.6 | 25.1 | 14.4 | 6.4 | .0016 |
| Carroll | 175,291 | 16,580 | 32.0 | 25.2 | 8.8 | 5.9 | .0061 |
| Chicot | 114,720 | 12,217 | 26.6 | 17.8 | 6.2 | 6.7 | .0041 |
| Clark | 201,915 | 16,582 | 26.6 | 23.8 | 12.1 | 6.6 | .0075 |
| Clay | 162,737 | 14,468 | 32.3 | 21.2 | 8.3 | 4.2 | .0051 |
| Cleburne | 193,648 | 17,568 | 30.2 | 25.4 | 9.4 | 7.9 | .0060 |
| Cleveland | 75,050 | 17,905 | 26.4 | 22.4 | 15.0 | 8.3 | .0020 |
| Columbia | 296,554 | 20,429 | 23.7 | 24.1 | 14.0 | 12.8 | .0089 |
| Conway | 193,732 | 19,769 | 23.8 | 25.3 | 13.6 | 10.6 | .0076 |
| Craighead | 682,692 | 20,184 | 27.1 | 28.1 | 13.0 | 9.4 | .0251 |
| ☐ Crittenden | 410,386 | 16,737 | 25.3 | 23.0 | 12.8 | 7.1 | .0187 |
| • West Memphis | 258,272 | 19,229 | 24.2 | 25.9 | 14.6 | 7.9 | .0125 |
| Cross | 168,111 | 17,194 | 28.5 | 26.0 | 9.9 | 6.7 | .0059 |
| Dallas | 108,768 | 18,972 | 26.6 | 28.2 | 11.3 | 7.9 | .0033 |
| Desha | 160,685 | 15,016 | 27.1 | 19.1 | 11.5 | 8.1 | .0073 |
| Drew | 181,175 | 19,536 | 24.8 | 23.4 | 13.6 | 11.9 | .0056 |
| Franklin | 158,888 | 20,228 | 27.1 | 29.2 | 13.3 | 8.0 | .0046 |
| Fulton | 75,496 | 13,027 | 36.3 | 19.3 | 4.3 | 1.7 | .0025 |
| Garland | 947,029 | 20,322 | 26.2 | 25.1 | 13.6 | 11.8 | .0301 |
| Grant | 140,025 | 21,457 | 21.4 | 29.2 | 14.3 | 9.4 | .0040 |
| Greene | 325,884 | 19,698 | 27.3 | 27.9 | 13.7 | 7.5 | .0105 |
| Hempstead | 206,647 | 17,125 | 27.0 | 25.0 | 12.9 | 6.5 | .0068 |
| Hot Spring | 262,705 | 18,508 | 26.2 | 26.0 | 14.2 | 6.2 | .0082 |
| Howard | 119,229 | 17,016 | 27.0 | 27.2 | 10.2 | 5.1 | .0046 |
| Independence | 301,178 | 18,843 | 28.8 | 27.3 | 12.7 | 7.1 | .0097 |
| Izard | 94,848 | 15,646 | 31.0 | 24.6 | 8.7 | 4.5 | .0031 |
| Jackson | 181,991 | 16,422 | 28.2 | 24.0 | 9.0 | 7.3 | .0065 |
| Johnson | 161,254 | 15,897 | 30.8 | 25.0 | 7.9 | 5.4 | .0053 |
| Lafayette | 89,162 | 16,506 | 24.6 | 20.0 | 12.3 | 10.0 | .0027 |
| Lawrence | 154,646 | 15,073 | 29.9 | 23.4 | 8.0 | 4.9 | .0054 |
| Lee | 97,175 | 11,844 | 27.4 | 17.1 | 7.0 | 4.7 | .0034 |
| Lincoln | 84,064 | 15,294 | 27.4 | 21.7 | 9.8 | 5.7 | .0030 |
| Little River | 143,656 | 20,214 | 21.7 | 24.1 | 12.8 | 13.4 | .0043 |
| Logan | 188,778 | 17,140 | 30.4 | 23.5 | 10.4 | 7.9 | .0060 |
| Madison | 93,789 | 15,538 | 31.6 | 26.6 | 7.8 | 2.4 | .0030 |
| Marion | 122,426 | 16,606 | 31.3 | 24.5 | 8.8 | 7.6 | .0033 |
| Mississippi | 498,206 | 17,722 | 29.3 | 25.2 | 11.1 | 7.5 | .0175 |
| Monroe | 86,414 | 12,350 | 26.2 | 18.4 | 7.2 | 5.1 | .0034 |
| Montgomery | 69,473 | 15,093 | 32.1 | 24.4 | 7.8 | 3.6 | .0021 |
| Nevada | 84,286 | 15,336 | 30.3 | 21.6 | 10.3 | 4.9 | .0028 |
| Newton | 51,719 | 12,216 | 34.0 | 18.5 | 5.2 | 2.0 | .0016 |

**ARK. (cont.)**

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 | (B) $20,000-$34,999 | (C) $35,000-$49,999 | (D) $50,000 & Over | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Ouachita | 318,116 | 17,751 | 25.3 | 23.2 | 13.2 | 8.4 | .0118 |
| Perry | 62,045 | 16,197 | 29.4 | 27.3 | 9.8 | 3.2 | .0018 |
| Phillips | 232,629 | 13,112 | 24.6 | 19.3 | 9.4 | 6.0 | .0093 |
| Pike | 76,135 | 13,327 | 32.8 | 20.1 | 6.1 | 3.3 | .0026 |
| Poinsett | 212,877 | 15,674 | 30.5 | 24.1 | 7.0 | 6.4 | .0072 |
| Polk | 150,705 | 15,473 | 31.0 | 22.7 | 8.3 | 5.4 | .0051 |
| Pope | 435,729 | 18,681 | 27.6 | 25.7 | 12.6 | 8.3 | .0167 |
| Prairie | 77,194 | 14,353 | 29.5 | 21.2 | 7.4 | 5.4 | .0027 |
| Randolph | 144,474 | 15,986 | 31.0 | 25.8 | 8.0 | 5.1 | .0044 |
| St. Francis | 225,044 | 14,570 | 26.0 | 22.7 | 8.8 | 6.5 | .0086 |
| Scott | 86,127 | 14,558 | 33.7 | 21.8 | 7.7 | 4.3 | .0026 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 | (B) $20,000-$34,999 | (C) $35,000-$49,999 | (D) $50,000 & Over | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Searcy | 51,706 | 9,927 | 31.0 | 12.5 | 4.4 | 1.7 | .0019 |
| Sevier | 137,951 | 19,273 | 25.5 | 26.2 | 14.2 | 8.1 | .0041 |
| Sharp | 135,265 | 14,947 | 34.3 | 22.4 | 6.4 | 5.0 | .0039 |
| Stone | 66,732 | 12,156 | 31.8 | 16.3 | 7.7 | 2.9 | .0025 |
| Union | 478,396 | 17,803 | 24.4 | 23.6 | 12.7 | 9.0 | .0165 |
| Van Buren | 122,477 | 14,951 | 32.2 | 22.9 | 7.0 | 3.8 | .0041 |
| White | 469,509 | 17,284 | 28.6 | 25.5 | 11.0 | 6.6 | .0165 |
| Woodruff | 70,289 | 12,447 | 28.2 | 20.9 | 5.1 | 4.0 | .0024 |
| Yell | 163,178 | 17,076 | 29.6 | 25.4 | 10.1 | 6.4 | .0050 |
| TOTAL METRO COUNTIES | 11,001,883 | 22,939 | 23.9 | 26.9 | 15.6 | 13.7 | .3630 |
| TOTAL STATE | 24,543,098 | 19,347 | 26.3 | 25.6 | 12.9 | 10.0 | .8158 |

# California

S&MM ESTIMATES

POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **ANAHEIM - SANTA ANA** | **2,230.3** | **.9080** | **31.9** | **12.1** | **19.2** | **22.4** | **21.8** | **793.5** |
| Orange | 2,230.3 | .9080 | 31.9 | 12.1 | 19.2 | 22.4 | 21.8 | 793.5 |
| • Anaheim | 247.0 | .1006 | [illegible] | 12.4 | 15.8 | 22.4 | [illegible] | [illegible] |
| Buena Park | [illegible] | .0277 | 30.8 | 13.5 | 17.6 | 20.9 | [illegible] | [illegible] |
| Costa Mesa | [illegible] | .0371 | 31.4 | 13.4 | 21.9 | 20.1 | [illegible] | [illegible] |
| Cypress | 44.5 | .0181 | 31.8 | 11.4 | 14.9 | 25.8 | 16.5 | [illegible] |
| Fountain Valley | 55.9 | .0228 | [illegible] | [illegible] | [illegible] | 30.8 | 14.7 | [illegible] |
| Fullerton | 112.5 | .0458 | 32.0 | 14.3 | 18.2 | 22.9 | [illegible] | [illegible] |
| Garden Grove | 138.4 | .0563 | [illegible] | [illegible] | [illegible] | 19.7 | [illegible] | [illegible] |
| Huntington Beach | 189.4 | .0771 | 31.2 | 12.1 | 23.1 | 24.0 | [illegible] | [illegible] |
| Irvine | 94.6 | .0385 | 30.8 | [illegible] | 24.2 | [illegible] | [illegible] | [illegible] |
| La Habra | 50.0 | .0204 | 32.2 | 13.2 | 17.8 | [illegible] | 24.8 | [illegible] |
| Newport Beach | 69.0 | .0281 | [illegible] | 11.8 | [illegible] | 24.5 | [illegible] | 30.7 |
| Orange | 104.0 | .0423 | 31.8 | [illegible] | 18.8 | 22.5 | 20.4 | [illegible] |
| • Santa Ana | 238.5 | .0971 | 26.7 | 15.9 | 20.4 | 17.8 | 18.6 | [illegible] |
| Westminster | 76.9 | .0313 | 32.0 | 11.4 | 17.8 | 22.3 | [illegible] | [illegible] |
| SUBURBAN TOTAL | 1,744.8 | .7103 | 32.6 | 11.2 | 18.9 | 23.2 | 22.1 | 628.2 |
| **BAKERSFIELD** | **511.0** | **.2080** | **31.0** | **11.1** | **17.6** | **19.2** | **23.7** | **180.0** |
| Kern | 511.0 | .2080 | 31.0 | 11.1 | 17.6 | 19.2 | 23.7 | 180.0 |
| • Bakersfield | 157.7 | [illegible] | 30.4 | 12.0 | 20.1 | [illegible] | 21.8 | 60.3 |
| SUBURBAN TOTAL | 351.3 | .1430 | 31.3 | 10.6 | 16.3 | 19.5 | 24.5 | 119.7 |
| **CHICO** | **175.1** | **.0713** | **33.8** | **13.7** | **17.4** | **16.4** | **31.4** | **70.3** |
| Butte | 175.1 | .0713 | 33.8 | 13.7 | 17.4 | 16.4 | 31.4 | 70.3 |
| • Chico | 33.7 | .0137 | [illegible] | [illegible] | 20.5 | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 141.4 | .0576 | 36.6 | 9.1 | 16.5 | 17.5 | 34.6 | 56.7 |
| **FRESNO** | **600.8** | **.2446** | **30.9** | **11.8** | **18.3** | **18.9** | **23.6** | **214.5** |
| Fresno | 600.8 | .2446 | 30.9 | 11.8 | 18.3 | 18.9 | 23.6 | 214.5 |
| • Fresno | 302.3 | .1231 | 30.4 | [illegible] | [illegible] | [illegible] | 23.6 | 115.4 |
| SUBURBAN TOTAL | 298.5 | .1215 | 31.5 | 10.6 | 16.2 | 20.6 | 23.6 | 99.1 |
| **LOS ANGELES - LONG BEACH** | **8,544.0** | **3.4785** | **32.2** | **11.5** | **19.2** | **20.5** | **24.1** | **3,097.1** |
| Los Angeles | 8,544.0 | 3.4785 | 32.2 | 11.5 | 19.2 | 20.5 | 24.1 | 3,097.1 |
| Alhambra | 74.0 | .0301 | 34.1 | [illegible] | 19.9 | 17.2 | 30.9 | 29.3 |
| Arcadia | 49.9 | .0203 | [illegible] | 8.4 | [illegible] | 24.2 | [illegible] | 19.2 |
| Baldwin Park | 63.9 | .0260 | 25.6 | 11.8 | 18.6 | 19.0 | 16.4 | 17.4 |
| Bellflower | 60.9 | .0248 | 32.4 | 11.9 | 16.9 | [illegible] | 27.2 | 24.4 |
| • Burbank | 92.3 | .0376 | 37.6 | 9.6 | 17.1 | 21.4 | 32.8 | [illegible] |
| Carson | 89.5 | .0364 | 30.3 | 10.6 | 15.9 | 24.5 | 18.0 | 23.0 |
| Cerritos | 59.3 | .0241 | 30.6 | 7.5 | 16.5 | [illegible] | 11.1 | 16.3 |
| Compton | 96.9 | .0395 | 24.8 | 13.2 | 16.2 | 19.0 | 14.5 | 24.7 |
| Downey | 88.0 | .0358 | 36.2 | 11.3 | 16.5 | 20.6 | 31.2 | 34.8 |
| El Monte | 98.3 | .0400 | 27.1 | 13.1 | 18.6 | 16.7 | 18.6 | 29.6 |
| Gardena | 51.2 | .0208 | 33.2 | 10.9 | 19.8 | 21.4 | 25.0 | 19.1 |
| Glendale | 159.9 | .0651 | 37.8 | 9.7 | 17.4 | 20.9 | 33.3 | 67.9 |
| Hawthorne | 62.9 | .0256 | 32.1 | 12.5 | 21.0 | 20.9 | 22.9 | 25.5 |
| Huntington Park | 55.3 | .0225 | 27.5 | 13.3 | 19.7 | 16.4 | 18.7 | 17.9 |
| Inglewood | 105.6 | .0430 | 30.0 | 11.9 | 23.6 | 19.5 | 18.7 | 40.3 |

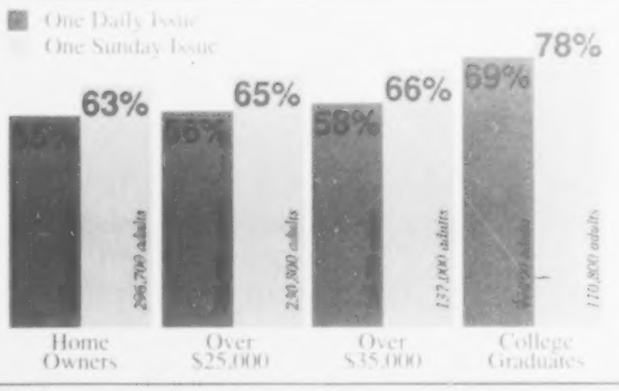
RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture-Furnish.-Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **ANAHEIM - SANTA ANA** | **17,071,107** | **3,125,754** | **2,141,980** | **1,908,454** | **815,292** | **3,983,184** | **556,313** |
| Orange | 17,071,107 | 3,125,754 | 2,141,980 | 1,908,454 | 815,292 | 3,983,184 | 556,313 |
| • Anaheim | [illegible] | [illegible] | 324,998 | [illegible] | 127,798 | 362,349 | 64,756 |
| Buena Park | [illegible] | [illegible] | 56,982 | 89,543 | 18,336 | 237,837 | 35,912 |
| Costa Mesa | [illegible] | [illegible] | [illegible] | [illegible] | 67,750 | 467,765 | 17,806 |
| Cypress | [illegible] | [illegible] | [illegible] | [illegible] | 5,398 | 36,770 | 7,022 |
| Fountain Valley | [illegible] | [illegible] | 36,911 | [illegible] | 22,021 | 16,867 | 14,050 |
| Fullerton | [illegible] | 161,564 | [illegible] | 124,176 | 27,895 | 239,964 | 34,663 |
| Garden Grove | [illegible] | [illegible] | [illegible] | [illegible] | 34,105 | 234,803 | 33,859 |
| Huntington Beach | [illegible] | 245,414 | 34,232 | [illegible] | 42,992 | 285,846 | 45,610 |
| Irvine | [illegible] | [illegible] | 94,579 | [illegible] | [illegible] | 302,127 | 22,403 |
| La Habra | [illegible] | [illegible] | 41,610 | [illegible] | 23,147 | 78,636 | 21,524 |
| Newport Beach | [illegible] | 115,285 | 117,298 | [illegible] | 17,433 | 229,545 | 22,409 |
| Orange | [illegible] | 146,712 | 130,806 | [illegible] | 65,772 | 239,096 | 29,877 |
| • Santa Ana | [illegible] | 317,405 | 185,191 | 156,050 | 115,386 | 510,300 | 53,761 |
| Westminster | [illegible] | [illegible] | 49,659 | 119,763 | 43,028 | 200,112 | 15,851 |
| SUBURBAN TOTAL | [illegible] | 2,447,388 | 1,630,795 | 1,544,210 | 571,908 | 3,110,535 | 437,796 |
| **BAKERSFIELD** | **2,946,526** | **708,339** | **314,392** | **247,225** | **146,251** | **663,858** | **119,381** |
| Kern | 2,946,526 | 708,339 | 314,392 | 247,225 | 146,251 | 663,858 | 119,381 |
| • Bakersfield | [illegible] | 257,692 | 170,392 | [illegible] | 113,501 | 511,500 | 75,926 |
| SUBURBAN TOTAL | 1,260,339 | 450,647 | 144,000 | 37,290 | 32,750 | 152,358 | 43,455 |
| **CHICO** | **1,016,121** | **283,178** | **106,089** | **97,667** | **48,397** | **173,512** | **64,272** |
| Butte | 1,016,121 | 283,178 | 106,089 | 97,667 | 48,397 | 173,512 | 64,272 |
| • Chico | 450,444 | 114,966 | 59,552 | 19,480 | 32,038 | 89,039 | 17,273 |
| SUBURBAN TOTAL | 565,677 | 168,212 | 46,537 | 78,187 | 16,359 | 84,473 | 46,999 |
| **FRESNO** | **3,361,246** | **709,499** | **307,870** | **368,416** | **180,206** | **758,956** | **185,998** |
| Fresno | 3,361,246 | 709,499 | 307,870 | 368,416 | 180,206 | 758,956 | 185,998 |
| • Fresno | 2,243,722 | 379,028 | 202,292 | 343,967 | 142,540 | 492,335 | 118,477 |
| SUBURBAN TOTAL | 1,117,524 | 330,471 | 105,578 | 24,449 | 37,666 | 266,621 | 67,521 |
| **LOS ANGELES - LONG BEACH** | **56,746,834** | **10,818,796** | **6,351,730** | **5,783,581** | **4,255,716** | **12,259,894** | **2,119,993** |
| Los Angeles | 56,746,834 | 10,818,796 | 6,351,730 | 5,783,581 | 4,255,716 | 12,259,894 | 2,119,993 |
| Alhambra | 550,901 | 62,162 | 36,055 | 48,441 | 37,853 | 260,065 | 16,560 |
| Arcadia | 561,842 | 106,978 | 72,877 | 123,116 | 26,399 | 58,365 | 27,819 |
| Baldwin Park | 149,932 | 40,773 | 14,989 | 8,881 | 5,264 | 27,139 | 6,090 |
| Bellflower | 451,029 | 89,585 | 37,739 | 33,341 | 27,551 | 126,234 | 17,484 |
| • Burbank | 660,396 | 155,393 | 91,642 | 22,161 | 50,491 | 141,643 | 35,616 |
| Carson | 623,673 | 105,504 | 33,624 | 116,004 | 27,844 | 172,248 | 13,006 |
| Cerritos | 880,588 | 101,710 | 50,194 | 265,755 | 49,739 | 193,657 | 18,927 |
| Compton | 266,031 | 61,192 | 21,752 | 9,771 | 5,955 | 76,054 | 21,072 |
| Downey | 1,018,119 | 120,917 | 74,010 | 112,288 | 52,180 | 465,141 | 25,949 |
| El Monte | 631,956 | 110,428 | 45,324 | 46,084 | 25,547 | 274,164 | 20,052 |
| Gardena | 532,680 | 145,728 | 45,744 | 55,800 | 17,542 | 134,878 | 24,467 |
| Glendale | 1,366,481 | 215,037 | 127,183 | 157,688 | 109,328 | 405,471 | 34,856 |
| Hawthorne | 434,298 | 77,864 | 39,280 | 64,386 | 39,712 | 50,305 | 29,753 |
| Huntington Park | 294,759 | 69,249 | 19,488 | 8,455 | 26,548 | 79,634 | 15,483 |
| Inglewood | 608,977 | 97,588 | 59,857 | 42,605 | 36,602 | 213,022 | 45,215 |

## CAL. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| Lakewood | 78.0 | .0319 | 33.1 | 10.2 | 18.4 | 21.4 | 26.2 | 26.7 | 369,850 | 130,555 | 62,147 | 131,062 | 32,009 | 130,277 | 20,034 |
| La Mirada | 45.1 | .0176 | 32.2 | 13.9 | 14.2 | 21.7 | 27.3 | [illegible] | 270,546 | 66,156 | 27,671 | 43,873 | 8,722 | 23,523 | 7,180 |
| Lancaster | 67.0 | .0273 | 32.4 | 10.4 | 16.7 | 21.8 | 23.9 | 24.2 | 636,453 | 90,346 | 44,112 | 123,040 | 46,550 | 156,644 | 36,449 |
| • Long Beach | 410.4 | .1671 | 33.2 | 12.2 | 20.3 | 17.0 | 29.4 | 170.6 | 2,365,744 | 472,568 | 319,742 | 147,090 | 170,052 | 550,163 | 83,838 |
| • Los Angeles | 3,364.2 | 1.3697 | 32.6 | 11.9 | 20.2 | 20.8 | 24.8 | [illegible] | [illegible] | 4,268,760 | 2,706,232 | 2,003,186 | 1,866,421 | 3,844,630 | 820,305 |
| Lynwood | 57.1 | .0232 | 26.5 | 15.2 | 19.8 | 17.5 | [illegible] | [illegible] | [illegible] | 86,947 | 14,770 | 33,688 | 9,709 | 6,942 | 13,966 |
| Montebello | 58.6 | .0239 | 32.1 | 12.1 | 17.6 | 18.8 | [illegible] | [illegible] | [illegible] | 73,071 | 41,176 | 20,605 | 28,943 | 63,719 | 23,485 |
| Monterey Park | 63.9 | .0256 | 33.4 | 11.3 | 18.2 | 20.7 | 26.4 | [illegible] | [illegible] | 91,350 | 47,479 | 11,674 | 14,669 | 70,504 | 21,176 |
| Norwalk | 92.6 | .0377 | 29.2 | 12.2 | 18.2 | 19.2 | [illegible] | [illegible] | 481,003 | 94,533 | 39,769 | 30,600 | 17,375 | 177,377 | 20,741 |
| • Pasadena | 133.7 | .0544 | 33.8 | 11.8 | 20.0 | 18.7 | 29.8 | 52.9 | [illegible] | [illegible] | 141,218 | 232,504 | 93,675 | 319,510 | 36,571 |
| Pico Rivera | 58.4 | .0235 | 29.6 | [illegible] | 18.8 | 19.4 | [illegible] | 16.8 | [illegible] | [illegible] | 31,083 | 29,061 | 5,170 | 8,318 | 10,934 |
| • Pomona | 117.8 | .0479 | 28.4 | [illegible] | 18.8 | 16.7 | [illegible] | 38.2 | [illegible] | [illegible] | [illegible] | 93,761 | 32,885 | 220,355 | 24,788 |
| Redondo Beach | 66.0 | .0269 | 33.7 | 10.5 | 27.8 | 21.3 | 19.5 | 28.3 | [illegible] | [illegible] | [illegible] | 54,901 | 55,310 | 7,206 | 12,151 |
| Rosemead | 49.0 | .0199 | 29.6 | 13.2 | 11.9 | 18.8 | 22.3 | [illegible] | [illegible] | 46,175 | 26,929 | 48,409 | 14,779 | 30,240 | 8,329 |
| Santa Monica | 97.8 | .0397 | 35.9 | 9.8 | 23.2 | 17.7 | [illegible] | 48.2 | [illegible] | [illegible] | 169,971 | 99,305 | 118,412 | 467,554 | 41,173 |
| South Gate | 83.1 | .0338 | [illegible] | [illegible] | 18.1 | [illegible] | [illegible] | [illegible] | [illegible] | 88,003 | [illegible] | 16,354 | 14,964 | 106,112 | 23,171 |
| Torrance | 141.4 | [illegible] | [illegible] | [illegible] | 17.0 | 24.8 | [illegible] | [illegible] | [illegible] | [illegible] | 164,677 | 326,098 | 190,227 | 390,148 | 47,063 |
| West Covina | 88.9 | [illegible] | [illegible] | [illegible] | 18.6 | [illegible] | 19.8 | [illegible] | [illegible] | [illegible] | 77,509 | 136,243 | 84,115 | 235,341 | 30,437 |
| Whittier | [illegible] | .0305 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 717,240 | [illegible] | 45,451 | 81,682 | 39,404 | 260,462 | 20,075 |
| SUBURBAN TOTAL | 4,425.9 | 1.8019 | 30.7 | [illegible] | 18.5 | [illegible] | 22.9 | [illegible] | 29,989,165 | 5,629,229 | 3,023,953 | 3,284,879 | 2,042,192 | 7,183,593 | 1,118,875 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | *13,578.1* | *5.5280* | *32.1* | *11.4* | *19.0* | *20.6* | *23.9* | *4,877.5* | *89,651,735* | *17,559,163* | *10,035,294* | *9,559,505* | *5,886,252* | *19,650,442* | *3,269,639* |
| **MERCED** | 172.4 | .0702 | 29.4 | 12.1 | 17.6 | 18.9 | 21.2 | 55.9 | 844,645 | 197,066 | 78,783 | 103,370 | 24,436 | 185,970 | 45,695 |
| Merced | 172.4 | .0702 | 29.4 | [illegible] | 17.6 | 18.9 | 21.2 | 55.9 | 844,645 | 197,066 | 78,783 | 103,370 | 24,436 | 185,970 | 45,695 |
| • Merced | 50.4 | .0205 | 29.1 | [illegible] | [illegible] | [illegible] | [illegible] | 18.2 | 513,149 | 91,988 | 37,684 | 89,636 | 18,592 | 141,560 | 30,553 |
| SUBURBAN TOTAL | 122.0 | .0497 | 28.5 | 11.8 | 16.9 | 19.4 | 21.2 | 37.7 | 331,496 | 105,078 | 41,099 | 13,734 | 5,844 | 44,410 | 15,142 |
| **MODESTO** | 380.5 | .1346 | 31.8 | 10.7 | 17.7 | 19.5 | 24.9 | 116.0 | 1,919,416 | 463,704 | 170,483 | 231,519 | 138,804 | 320,623 | 113,714 |
| Stanislaus | 380.5 | .1346 | 31.8 | [illegible] | [illegible] | 19.5 | 24.9 | 116.0 | 1,919,416 | 463,704 | 170,483 | 231,519 | 138,804 | 320,623 | 113,714 |
| • Modesto | 191.2 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 98,947 | [illegible] | 68,441 |
| • Turlock | 35.6 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 25,984 | 9,470 | 22,621 | 51,220 | 21,994 |
| SUBURBAN TOTAL | 153.7 | .0626 | [illegible] | [illegible] | [illegible] | 18.8 | 27.2 | [illegible] | 421,871 | 137,592 | 36,193 | 18,332 | 17,236 | 56,535 | 23,279 |
| **OAKLAND** | 1,978.4 | .8054 | 32.9 | 11.0 | 19.6 | 21.6 | 24.2 | 764.7 | 13,828,009 | 2,676,025 | 1,404,994 | 1,587,233 | 831,058 | 2,973,432 | 571,137 |
| Alameda | 1,231.6 | .5014 | 32.6 | 11.8 | 20.5 | 20.8 | 24.4 | 483.0 | 8,648,295 | 1,592,895 | 966,568 | 930,807 | 483,215 | 1,932,055 | 337,205 |
| Alameda | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 112,596 | 31,246 |
| • Berkeley | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 143,794 | 25,356 |
| Fremont | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 37,285 | 50,819 | 293,555 | 38,787 |
| Hayward | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 86,913 | 43,847 | 331,740 | 39,249 |
| • Livermore | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 3,909 | 11,241 | 86,838 | 19,477 |
| • Oakland | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 539,699 | 84,865 |
| San Leandro | 67.8 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 167,494 | 45,194 | 137,031 | 23,380 |
| Contra Costa | 746.8 | .3040 | 33.5 | 9.6 | 18.5 | [illegible] | 24.5 | 281.7 | 5,179,714 | 1,080,130 | 438,426 | 656,426 | 347,843 | 1,041,377 | 233,932 |
| Antioch | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 59,435 | 8,430 | 70,741 | 18,866 |
| Concord | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 106,640 | 335,022 | 38,860 |
| Richmond | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 76,679 | [illegible] | [illegible] | 42,902 | 104,433 | 5,905 |
| Walnut Creek | 61.8 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 99,521 | 46,191 | 308,994 | 32,115 |
| SUBURBAN TOTAL | 1,454.5 | .5921 | 33.2 | 10.4 | 18.9 | 22.5 | 24.0 | 544.5 | 10,386,443 | 2,016,182 | 980,130 | 1,426,727 | 612,993 | 2,203,101 | 441,439 |
| **OXNARD - VENTURA** | 632.3 | .2574 | 31.0 | 10.6 | 18.5 | 21.8 | 20.8 | 208.7 | 3,736,796 | 820,933 | 305,419 | 451,293 | 186,840 | 916,917 | 148,751 |
| Ventura | 632.3 | .2574 | 31.0 | 10.6 | 18.5 | 21.8 | 20.8 | 208.7 | 3,736,796 | 820,933 | 305,419 | 451,293 | 186,840 | 916,917 | 148,751 |
| • Oxnard | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 117,280 | 40,555 | 189,116 | 27,667 |
| Simi Valley | 95.1 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 76,745 | 17,794 | 49,988 | 23,255 |



We attract the people most attractive to you

Tell your story to the wealthiest, most influential people in an $11 Billion Central California market. Use the only major newspaper in California's Valley of Abundance.

The Fresno Bee
1626 E Street, Fresno, CA 93786
National (209) 441-6246
Retail (209) 441-6170
Classified (209) 442-4442

## METRO & COUNTY TOTALS

| CAL. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| Thousand Oaks | 99.1 | .0403 | 31.8 | 9.8 | 18.4 | 26.7 | 17.4 | 33.3 | 904,178 | 161,518 | 67,397 | 113,667 | 45,128 | 285,285 | 34,456 |
| ● Ventura | 88.5 | .0360 | 33.8 | 10.2 | 18.9 | 20.2 | 27.4 | 35.2 | 868,564 | 134,185 | 67,944 | 123,263 | 56,682 | 281,668 | 22,289 |
| SUBURBAN TOTAL | 412.4 | .1679 | 31.2 | 10.1 | 18.3 | 23.1 | 19.9 | 132.8 | 2,110,687 | 546,484 | 175,845 | 210,748 | 89,603 | 446,133 | 98,795 |
| **REDDING** | **137.4** | **.0559** | **33.5** | **9.3** | **17.5** | **21.3** | **26.0** | **51.5** | **857,894** | **211,025** | **70,736** | **81,703** | **34,254** | **147,923** | **54,763** |
| Shasta | 137.4 | .0559 | 33.5 | 9.3 | 17.5 | 21.3 | 26.0 | 51.5 | 857,894 | 211,025 | 70,736 | 81,703 | 34,254 | 147,923 | 54,763 |
| ● Redding | 52.2 | .0213 | 32.7 | 11.6 | 18.6 | 19.7 | 26.1 | 21.0 | 625,260 | 101,668 | 53,545 | 76,515 | 31,235 | 130,608 | 44,862 |
| SUBURBAN TOTAL | 85.2 | .0346 | 34.0 | 7.9 | 16.7 | 22.2 | 26.1 | 30.5 | 232,634 | 109,357 | 17,191 | 5,188 | 3,019 | 17,315 | 9,901 |
| **RIVERSIDE - SAN BERNARDINO** | **2,171.5** | **.8841** | **32.2** | **10.6** | **17.8** | **18.7** | **26.3** | **778.2** | **12,096,998** | **2,793,680** | **1,236,165** | **1,416,177** | **628,404** | **2,490,447** | **444,582** |
| Riverside | 938.3 | .3820 | 34.1 | 9.7 | 16.5 | 18.1 | 30.4 | 344.4 | 5,540,173 | 1,323,115 | 553,502 | 575,186 | 260,848 | 1,256,184 | 204,543 |
| ● Palm Springs | 31.3 | .0127 | 46.9 | 7.7 | 13.6 | 17.7 | 46.7 | 14.9 | 414,680 | 69,512 | 62,723 | 31,911 | 19,400 | 89,131 | 17,070 |
| ● Riverside | 210.4 | .0857 | 30.3 | 12.4 | 20.4 | 19.7 | 21.8 | 75.7 | 1,608,057 | 268,499 | 129,877 | 264,403 | 89,113 | 467,567 | 46,778 |
| San Bernardino | 1,233.2 | .5021 | 30.9 | 11.4 | 18.6 | 19.2 | 23.1 | 433.8 | 6,556,825 | 1,470,565 | 682,663 | 840,991 | 367,556 | 1,234,263 | 240,039 |
| Chino | 54.1 | .0220 | 27.9 | 11.9 | 24.1 | 19.9 | 12.9 | 15.0 | 262,832 | 94,569 | 26,133 | 6,231 | 10,475 | 49,307 | 13,077 |
| Ontario | 120.0 | .0489 | 28.5 | 11.6 | 22.0 | 17.4 | 18.5 | 40.4 | 716,462 | 157,546 | 63,625 | 54,482 | 24,088 | 203,448 | 20,021 |
| Rancho Cucamonga | 80.1 | .0326 | 28.5 | 8.8 | 24.3 | 21.1 | 13.0 | 26.1 | 273,595 | 110,226 | 32,041 | 9,212 | 27,033 | 8,235 | 9,923 |
| Redlands | 56.2 | .0231 | 32.7 | 11.3 | 17.8 | 20.4 | 25.5 | 20.9 | 431,171 | 69,297 | 43,599 | 72,519 | 21,335 | 129,001 | 8,413 |
| ● San Bernardino | 145.4 | .0592 | 31.4 | 12.6 | 18.1 | 17.4 | 26.1 | 53.9 | 1,539,686 | 210,649 | 149,872 | 356,817 | 117,499 | 295,902 | 47,043 |
| Upland | 60.4 | .0246 | 32.8 | 10.8 | 18.2 | 23.6 | 27.4 | 22.6 | 399,796 | 68,605 | 42,782 | 55,476 | 20,725 | 84,993 | 30,170 |
| SUBURBAN TOTAL | 1,784.4 | .7265 | 32.3 | 10.3 | 17.4 | 18.9 | 26.5 | 633.7 | 8,534,575 | 2,245,019 | 893,693 | 763,046 | 402,392 | 1,637,847 | 333,691 |
| **SACRAMENTO** | **1,354.6** | **.5515** | **32.3** | **11.7** | **19.4** | **20.4** | **24.3** | **525.8** | **9,145,316** | **1,961,511** | **986,534** | **965,809** | **597,665** | **1,949,499** | **422,558** |
| El Dorado | 116.5 | .0474 | 33.3 | 9.0 | 21.4 | 21.2 | 25.1 | 43.5 | 574,314 | 165,203 | 71,762 | 19,819 | 21,373 | 75,757 | 47,094 |
| Placer | 151.3 | .0616 | 34.2 | 9.1 | 17.6 | 22.6 | 26.0 | 56.4 | 1,112,102 | 261,213 | 137,290 | 12,790 | 30,542 | 314,897 | 60,001 |
| ● Roseville | 31.9 | .0130 | 32.9 | 10.4 | 16.8 | 19.4 | 21.1 | 12.3 | 415,380 | 68,010 | 36,969 | 2,094 | 11,946 | 177,390 | 22,777 |
| Sacramento | 957.2 | .3897 | 32.2 | 11.5 | 19.5 | 20.3 | 24.3 | 377.5 | 6,800,206 | 1,348,585 | 693,077 | 923,311 | 519,896 | 1,420,455 | 269,996 |
| ● Sacramento | 340.6 | .1387 | 33.8 | 11.1 | 19.6 | 18.0 | 29.1 | 142.7 | 2,611,891 | 535,352 | 317,601 | 346,292 | 125,634 | 531,491 | 99,375 |
| Yolo | 129.6 | .0528 | 29.7 | 18.0 | 19.7 | 18.4 | 21.2 | 48.4 | 658,694 | 186,410 | 84,405 | 9,889 | 25,854 | 138,390 | 45,467 |
| ● Davis | 42.1 | .0171 | 26.5 | 28.6 | 24.9 | 17.1 | 11.8 | 16.4 | 228,167 | 58,929 | 35,043 | [illegible] | 12,428 | 54,308 | 16,060 |
| ● Woodland | 35.5 | .0145 | 31.6 | 10.4 | 19.4 | 19.3 | 24.1 | 12.9 | 234,276 | 68,669 | 17,960 | 7,994 | 10,597 | 56,477 | 14,996 |
| SUBURBAN TOTAL | 904.5 | .3682 | 32.1 | 11.2 | 19.5 | 21.6 | 22.7 | 340.5 | 5,655,602 | 1,230,551 | 578,961 | 608,296 | 437,060 | 1,129,833 | 269,350 |
| **SALINAS - SEASIDE - MONTEREY** | **348.3** | **.1418** | **30.1** | **13.8** | **20.0** | **18.0** | **22.2** | **113.6** | **2,017,228** | **347,262** | **234,634** | **205,957** | **122,102** | **423,354** | **88,567** |

SHOW AND TELL

Coming to Riverside?

We'd love to show you our expanded plant and sparkling new Goss Headliner presses, now in operation and producing better, more colorful newspapers for readers throughout Southern California's fastest-growing county.

If you can't make it, write or call our marketing research department for a complete media kit containing all you need to know about the dynamics and demography of our 320,000+ daily adult readers and booming Riverside County.

The Press-Enterprise
Riverside County's Newspaper

The newspaper that delivers more readers in Riverside County, California than all other daily papers *combined*.

Circulation/All Editions: 145,185 Daily — 153,097 Sunday

3512 Fourteenth Street, Riverside, California 92501 • 714/684-1200 FAX 714/684-2175

Readership/Circulation: Scarborough, 1987; ABC, March 31, 1988

## CAL. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monterey | 348.3 | .1418 | 30.1 | 13.8 | 20.0 | 18.0 | 22.2 | 113.6 | 2,017,228 | 347,262 | 234,634 | 205,957 | 122,102 | 423,354 | 88,567 |
| • Monterey | 30.9 | .0126 | 31.9 | 14.8 | 25.4 | 16.8 | 25.3 | 12.4 | 362,428 | 51,021 | 70,068 | 35,552 | 20,431 | 65,442 | 17,175 |
| • Salinas | 98.4 | .0401 | 29.7 | 12.2 | 19.2 | 17.8 | 22.0 | 32.3 | 855,582 | 152,074 | 67,742 | 126,328 | 61,065 | 185,741 | 41,156 |
| • Seaside | 39.1 | .0159 | 24.6 | 24.6 | 21.0 | 14.9 | 12.8 | 10.4 | 206,161 | 5,938 | 12,914 | 13,099 | 15,747 | 125,349 | 2,227 |
| SUBURBAN TOTAL | 179.9 | .0732 | 31.3 | 12.0 | 19.2 | 19.2 | 23.8 | 58.5 | 593,057 | 138,229 | 83,910 | 30,978 | 24,859 | 46,822 | 28,009 |
| **SAN DIEGO** | **2,313.9** | **.9421** | **31.3** | **14.3** | **19.7** | **18.9** | **23.8** | **840.0** | **15,293,123** | **2,910,511** | **1,773,375** | **1,708,468** | **958,405** | **3,527,420** | **533,608** |
| San Diego | 2,313.9 | .9421 | 31.3 | 14.3 | 19.7 | 18.9 | 23.8 | 840.0 | 15,293,123 | 2,910,511 | 1,773,375 | 1,708,468 | 958,405 | 3,527,420 | 533,608 |
| Chula Vista | 128.3 | .0522 | 33.1 | 11.3 | 16.8 | 21.1 | 25.7 | 45.8 | 850,895 | 185,731 | 90,341 | 130,868 | 60,404 | 119,217 | 50,107 |
| El Cajon | 86.0 | .0350 | 31.2 | 14.4 | 18.6 | 18.6 | 24.3 | 33.6 | 1,097,635 | 188,794 | 81,320 | 151,576 | 43,069 | 348,557 | 36,686 |
| • Escondido | 86.7 | .0353 | 33.4 | 11.5 | 17.6 | 17.1 | 30.1 | 34.3 | 995,630 | 163,509 | 73,942 | 118,494 | 51,756 | 313,989 | 30,478 |
| La Mesa | 52.9 | .0215 | 35.1 | 13.7 | 19.1 | 17.8 | 32.4 | 22.9 | 671,820 | 109,014 | 61,428 | 112,098 | 39,208 | 186,143 | 18,295 |
| National City | 59.2 | .0241 | 26.2 | 20.7 | 19.9 | 14.3 | 18.3 | 17.7 | 854,411 | 112,121 | 50,740 | 125,885 | 34,783 | 389,079 | 15,706 |
| Oceanside | 103.8 | .0423 | 31.4 | 15.1 | 17.7 | 15.6 | 28.0 | 39.6 | 566,747 | 101,004 | 82,686 | 106,081 | 27,576 | 96,291 | 18,565 |
| • San Diego | 1,059.0 | .4311 | 30.8 | 15.7 | 21.0 | 18.4 | 22.8 | 393.8 | 6,897,880 | 1,217,821 | 930,379 | 764,974 | 546,719 | 1,307,142 | 250,979 |
| SUBURBAN TOTAL | 1,168.2 | .4757 | 31.6 | 13.3 | 18.6 | 19.4 | 24.2 | 411.9 | 7,399,613 | 1,529,181 | 769,054 | 825,000 | 359,930 | 1,906,289 | 252,151 |
| **SAN FRANCISCO** | **1,595.8** | **.6496** | **35.3** | **9.8** | **21.5** | **21.9** | **28.6** | **670.3** | **14,886,534** | **2,624,701** | **2,248,358** | **1,517,897** | **925,758** | **2,513,168** | **505,248** |
| Marin | 226.3 | .0921 | 35.2 | 8.5 | 21.4 | 25.9 | 24.5 | 94.8 | 2,102,418 | 420,320 | 243,307 | 162,128 | 144,256 | 437,526 | 78,153 |
| Novato | 45.9 | .0187 | 32.1 | 9.6 | 20.4 | 25.0 | 19.1 | 17.1 | 293,504 | 80,165 | 29,136 | 3,541 | 8,886 | 64,177 | 20,561 |
| San Rafael | 45.8 | .0186 | 35.9 | 10.3 | 20.1 | 23.5 | 28.0 | 20.1 | 872,704 | 94,444 | 61,242 | 120,554 | 87,875 | 266,313 | 24,265 |
| San Francisco | 748.0 | .3045 | 35.8 | 10.1 | 23.4 | 20.0 | 31.1 | 332.7 | 7,330,148 | 1,177,574 | 1,428,485 | 701,620 | 392,852 | 887,637 | 211,914 |
| • San Francisco | 748.0 | .3045 | 35.8 | 10.1 | 23.4 | 20.0 | 31.1 | 332.7 | 7,330,148 | 1,177,574 | 1,428,485 | 701,620 | 392,852 | 887,637 | 211,914 |
| San Mateo | 621.5 | .2530 | 34.8 | 9.9 | 19.3 | 22.6 | 27.1 | 242.8 | 5,453,968 | 1,026,807 | 576,566 | 654,149 | 388,650 | 1,188,005 | 215,181 |
| Daly City | 83.8 | .0341 | 32.6 | 11.1 | 20.1 | 21.7 | 23.6 | 29.5 | 700,823 | 83,386 | 64,530 | 158,488 | 81,539 | 117,193 | 31,320 |
| Redwood City | 58.1 | .0237 | 34.1 | 10.8 | 21.2 | 20.0 | 28.1 | 24.7 | 746,086 | 127,865 | 77,496 | 40,708 | 41,841 | 260,583 | 25,265 |
| San Mateo | 82.8 | .0337 | 37.4 | 9.4 | 18.7 | 21.0 | 32.8 | 35.9 | 914,793 | 149,627 | 89,717 | 176,800 | 55,860 | 106,668 | 52,584 |
| South San Francisco | 52.2 | .0213 | 32.9 | 11.3 | 18.6 | 21.2 | 24.8 | 16.8 | 425,691 | 85,373 | 76,929 | 26,128 | 58,854 | 68,280 | 10,662 |
| SUBURBAN TOTAL | 847.8 | .3451 | 34.9 | 9.5 | 19.8 | 23.5 | 26.4 | 337.6 | 7,556,386 | 1,447,127 | 819,873 | 816,277 | 532,906 | 1,625,531 | 293,334 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | *5,996.4* | *2.4411* | *33.1* | *10.9* | *20.4* | *21.6* | *24.6* | *2,311.1* | *45,362,202* | *8,519,471* | *5,532,606* | *4,971,598* | *2,910,368* | *8,862,120* | *1,837,851* |
| **SAN JOSE** | **1,422.8** | **.5793** | **31.5** | **11.9** | **20.2** | **22.7** | **20.2** | **502.9** | **10,772,138** | **1,880,007** | **1,207,482** | **1,341,034** | **809,440** | **2,278,437** | **445,858** |

S O U T H E R N   C A L I F O R N I A

82% of $35,000+

Imagine a simple five-issue campaign that delivers 82% of $35,000+ households.* In a market that boasts $31.7 billion in purchasing power.

The market: San Diego, the West's second largest city. The media: The San Diego Union and The Tribune.

To get the full story on our 904,900 daily readers, just ask your SFW rep for copies of our new media market guide. Or call the Union-Tribune at 619-293-1446.

Then instead of imagining a great buy in a great market, you'll be able to make one.

[illegible]

The San Diego Union
AND
THE TRIBUNE

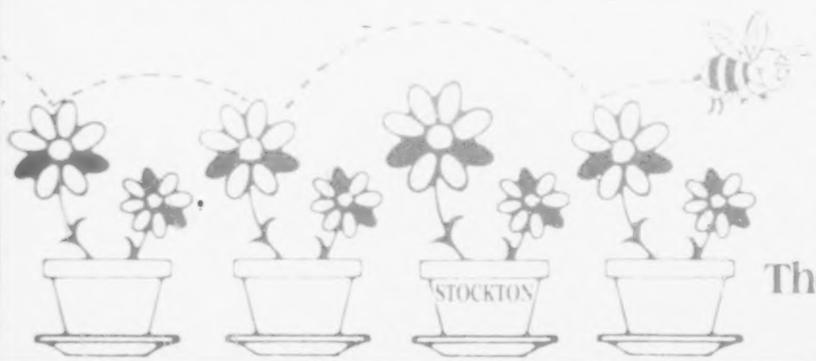
IN THE NEWS

CAL. (cont.) — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Santa Clara | 1,422.8 | .5793 | 31.5 | 11.9 | 20.2 | 22.7 | 20.2 | 502.9 | 10,772,138 | 1,850,007 | 1,207,482 | 1,341,034 | 809,440 | 2,278,437 | 445,858 |
| Mountain View | 62.7 | .0255 | 32.7 | 13.5 | 26.9 | 20.0 | 23.9 | 29.4 | 694,087 | 109,178 | 70,748 | 176,521 | 88,879 | 55,721 | 41,839 |
| • Palo Alto | 57.1 | .0232 | 37.0 | 8.8 | 20.0 | 23.6 | 29.9 | 23.3 | 765,636 | 92,514 | 103,131 | 102,679 | 39,104 | 151,504 | 12,961 |
| • San Jose | 727.2 | .2965 | 29.8 | 11.9 | 20.9 | 22.3 | 16.7 | 243.5 | 4,686,839 | 908,042 | 456,812 | 658,679 | 274,157 | 933,332 | 197,194 |
| Santa Clara | 91.1 | .0371 | 32.1 | 10.2 | 21.1 | 20.7 | 23.1 | 34.8 | 989,997 | 126,140 | 105,313 | 68,033 | 129,925 | 326,393 | 46,266 |
| Sunnyvale | 114.5 | .0466 | 33.5 | 12.2 | 20.5 | 22.9 | 23.7 | 46.0 | 937,287 | 120,646 | 125,656 | 72,480 | 40,502 | 329,807 | 25,696 |
| SUBURBAN TOTAL | 638.0 | .2597 | 33.1 | 12.3 | 19.5 | 23.2 | 23.1 | 236.1 | 5,319,663 | 879,451 | 647,539 | 579,676 | 496,179 | 1,193,601 | 235,703 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **346.7** | **.1412** | **32.4** | **14.0** | **19.0** | **19.5** | **25.5** | **130.7** | **2,970,280** | **574,366** | **325,118** | **240,602** | **176,563** | **507,977** | **127,671** |
| Santa Barbara | 346.7 | .1412 | 32.4 | 14.0 | 19.0 | 19.5 | 25.5 | 130.7 | 2,970,280 | 574,366 | 325,118 | 240,602 | 176,563 | 507,977 | 127,671 |
| • Lompoc | 30.8 | [illegible] | 31.4 | 11.7 | 19.2 | 22.0 | 27.1 | 11.7 | 211,293 | 51,260 | 18,223 | 7,503 | 13,895 | 55,272 | 8,459 |
| • Santa Barbara | 82.1 | [illegible] | 35.1 | 11.7 | 22.1 | 16.3 | 34.0 | 36.8 | 1,007,205 | 187,445 | 141,604 | 88,198 | 71,420 | 168,070 | 38,491 |
| • Santa Maria | 52.1 | .0212 | 30.7 | 12.8 | 17.8 | 17.6 | 24.7 | 19.3 | 797,318 | 94,495 | 54,740 | 105,798 | 32,959 | 182,447 | 32,282 |
| SUBURBAN TOTAL | 180.0 | .0733 | 31.5 | 15.8 | 17.9 | 21.0 | 22.6 | 62.9 | 954,464 | 241,166 | 110,551 | 39,103 | 58,289 | 102,188 | 48,439 |
| **SANTA CRUZ** | **229.2** | **.0933** | **32.5** | **11.7** | **22.2** | **18.3** | **26.1** | **85.5** | **1,338,805** | **303,894** | **161,783** | **96,110** | **78,338** | **255,060** | **57,705** |
| Santa Cruz | 229.2 | .0933 | 32.5 | 11.7 | 22.2 | 18.3 | 26.1 | 85.5 | 1,338,805 | 303,894 | 161,783 | 96,110 | 78,338 | 255,060 | 57,705 |
| • Santa Cruz | 47.3 | [illegible] | 31.5 | 17.6 | 23.9 | [illegible] | 26.3 | 18.7 | 528,662 | 101,472 | 68,523 | 35,607 | 30,022 | 129,751 | 15,843 |
| SUBURBAN TOTAL | 181.9 | .0740 | 32.8 | 10.2 | 21.6 | 19.2 | 26.0 | 66.8 | 810,143 | 202,422 | 93,260 | 60,503 | 48,316 | 125,309 | 41,862 |
| **SANTA ROSA - PETALUMA** | **358.7** | **.1460** | **33.7** | **9.3** | **19.9** | **19.9** | **27.5** | **141.9** | **2,303,239** | **528,699** | **238,995** | **236,301** | **141,601** | **379,970** | **131,340** |
| Sonoma | 358.7 | .1460 | 33.7 | 9.3 | 19.9 | 19.9 | 27.5 | 141.9 | 2,303,239 | 528,699 | 238,995 | 236,301 | 141,601 | 379,970 | 131,340 |
| • Petaluma | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 14.8 | [illegible] | 77,594 | [illegible] | 36,755 | 13,760 | 47,829 | 23,163 |
| • Santa Rosa | [illegible] | [illegible] | 34.2 | [illegible] | [illegible] | 18.4 | [illegible] | 42.5 | [illegible] | 199,816 | 107,176 | 182,743 | 86,192 | 113,900 | 63,415 |
| SUBURBAN TOTAL | 217.3 | .0884 | 33.6 | 9.2 | 20.2 | 20.5 | 27.1 | 84.6 | 962,123 | 251,129 | 96,786 | 16,803 | 41,649 | 218,241 | 44,762 |
| **STOCKTON** | **454.2** | **.1849** | **32.3** | **10.7** | **17.3** | **19.1** | **26.3** | **155.1** | **2,373,867** | **510,288** | **255,395** | **251,830** | **137,259** | **523,478** | **130,969** |
| San Joaquin | 454.2 | .1849 | 32.3 | 10.7 | 17.3 | 19.1 | 26.3 | 155.1 | 2,373,867 | 510,288 | 255,395 | 251,830 | 137,259 | 523,478 | 130,969 |
| • Lodi | 46.9 | [illegible] | 36.2 | [illegible] | [illegible] | [illegible] | 32.2 | [illegible] | [illegible] | 71,445 | 35,027 | 19,562 | 21,546 | 95,025 | 26,681 |
| • Stockton | [illegible] | .0774 | [illegible] | 11.9 | 18.8 | [illegible] | 24.4 | [illegible] | [illegible] | 236,787 | 144,387 | 196,035 | 73,367 | 275,344 | 52,624 |
| SUBURBAN TOTAL | 217.3 | .0884 | 32.9 | 9.9 | 16.3 | 20.0 | 28.4 | 70.6 | 752,265 | 202,056 | 75,981 | 36,233 | 42,346 | 153,109 | 51,664 |
| **VALLEJO - FAIRFIELD - NAPA** | **411.5** | **.1675** | **31.3** | **11.6** | **19.7** | **20.0** | **22.7** | **145.8** | **2,233,477** | **506,145** | **270,994** | **193,023** | **124,173** | **462,053** | **126,563** |
| Napa | 108.0 | .0439 | 35.8 | 10.0 | 16.8 | 20.2 | 31.1 | 41.5 | 562,134 | 151,339 | 75,062 | 43,235 | 31,272 | 82,508 | 28,735 |
| • Napa | 57.1 | [illegible] | 35.8 | 9.0 | [illegible] | [illegible] | [illegible] | 23.0 | [illegible] | [illegible] | [illegible] | 41,934 | 28,093 | 49,822 | 24,549 |
| Solano | 303.3 | .1236 | 30.0 | 12.2 | 20.8 | 20.0 | 19.6 | 104.3 | 1,671,343 | 354,786 | 195,932 | 149,788 | 92,901 | 379,545 | 97,828 |
| • Fairfield | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 24,708 | [illegible] | 17,323 |
| Vacaville | [illegible] | [illegible] | [illegible] | [illegible] | 23.4 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 19,724 |
| • Vallejo | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 24.4 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 39,303 | [illegible] | 45,406 |
| SUBURBAN TOTAL | [illegible] | .0754 | 33.0 | 10.5 | [illegible] | 20.8 | 22.7 | 54.3 | 717,803 | 198,693 | 129,950 | 12,434 | 32,069 | 112,049 | 39,285 |
| **VISALIA - TULARE - PORTERVILLE** | **297.9** | **.1213** | **30.7** | **10.5** | **16.7** | **18.9** | **23.9** | **97.0** | **1,682,923** | **399,512** | **139,983** | **215,440** | **78,328** | **363,712** | **80,768** |
| Tulare | 297.9 | .1213 | 30.7 | 10.5 | 16.7 | 18.9 | 23.9 | 97.0 | 1,682,923 | 399,512 | 139,983 | 215,440 | 78,328 | 363,712 | 80,768 |
| • Porterville | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 26,278 |
| • Tulare | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 16,390 |
| • Visalia | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 28,036 |
| SUBURBAN TOTAL | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 23.9 | [illegible] | [illegible] | 178,214 | [illegible] | [illegible] | [illegible] | 58,287 | 11,064 |

**Don't Pass Up This Sweet Market, Honey!**

*(The Bees Miss Stockton)*



Stockton is not just another marketing "buzz" word . . . it's first in growth, second in both total retail sales and average household income in the Sacramento-Stockton ADI. The Bees (Sacramento, Modesto and Fresno Bees) won't help you reach the flowering Stockton market, where maximum "outside" newspaper coverage (S.F. Chron.) is less than 7%.

Call John Zidich (209)943-6397

**The Stockton Record**

Represented by Gannett National Newspaper Sales
Source: CA Dept. of Finance & Center for Cont. Study of CA Economy

## METRO & COUNTY TOTALS

| CAL. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| **YUBA CITY** | **117.3** | **.0478** | **31.3** | **11.7** | **17.2** | **20.3** | **23.4** | **42.9** | **625,865** | **144,721** | **60,048** | **97,747** | **34,057** | **119,969** | **25,315** |
| Sutter | 61.3 | .0250 | 32.7 | 10.7 | 16.2 | 21.7 | 24.6 | 22.4 | 357,177 | 73,769 | 35,387 | 53,112 | 22,679 | 72,665 | 10,248 |
| • Yuba City | 22.1 | .0090 | 31.3 | 14.1 | 19.2 | 17.7 | 25.1 | 9.3 | 325,705 | 63,389 | 33,109 | 50,135 | 20,340 | 70,785 | 10,059 |
| Yuba | 56.0 | .0228 | 29.9 | 12.7 | 18.4 | 18.6 | 22.0 | 20.5 | 268,688 | 70,952 | 24,661 | 44,635 | 11,378 | 47,304 | 15,067 |
| SUBURBAN TOTAL | 95.2 | .0388 | 31.3 | 11.1 | 16.8 | 20.9 | 22.9 | 33.6 | 300,160 | 81,332 | 26,939 | 47,612 | 13,717 | 49,184 | 15,256 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Alpine | 1.4 | .0006 | 30.1 | 15.7 | 20.7 | 23.1 | 16.9 | .4 | 4,284 | 344 | 2,323 | 728 | | | |
| Amador | 26.1 | .0106 | 38.8 | 10.1 | 14.2 | 19.0 | 36.2 | 10.4 | 177,558 | 49,292 | 12,009 | 2,630 | 4,824 | 58,439 | 6,508 |

With stats like these, who needs pretty pictures?

THE SAN FRANCISCO MARKET
Gateway & Opportunity
THE SAN FRANC NEWSPAPER M
Gateway & Opportunity
RANCISCO MARKET
Gateway & Opportunity

San Francisco stats have a beauty all their own.

Like being number one among the country's top ten markets in per capita effective buying income. And we're the nation's fifth largest market in total households. Best of all, one media buy alone. The Chronicle and The Examiner daily combination, reaches nearly 1.4 million adult readers throughout the entire Bay Area — with just one issue.

Knowing this, you will want to take a closer look at our picture-perfect numbers.

[illegible]

San Francisco Chronicle
San Francisco Examiner

[illegible]

MC6 SMM 188

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call:
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

# METRO & COUNTY TOTALS

## CAL. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Calaveras | 30.5 | .0124 | 38.7 | 6.9 | 15.7 | 20.1 | 35.3 | 12.1 | 117,646 | 38,270 | 8,149 | 5,214 | 6,306 | 11,025 | 3,877 |
| Colusa | 15.1 | .0062 | 34.1 | 9.0 | 15.9 | 18.8 | 29.7 | 5.5 | 64,105 | 20,475 | 7,853 | '24 | 1,239 | 12,797 | 2,569 |
| Del Norte | 19.3 | .0079 | 33.3 | 9.5 | 17.3 | 18.6 | 28.4 | 7.6 | 99,618 | 32,956 | 13,417 | 3,288 | 4,342 | 12,509 | 5,846 |
| Glenn | 23.7 | .0097 | 33.8 | 9.2 | 15.6 | 19.3 | 28.9 | 8.6 | 109,241 | 27,793 | 13,134 | 3,027 | 3,618 | 19,057 | 2,545 |
| Humboldt | 116.2 | .0473 | 31.4 | 13.4 | 21.2 | 18.5 | 23.9 | 45.9 | 810,425 | 211,146 | 73,354 | 40,150 | 34,418 | 134,973 | 54,942 |
| Imperial | 108.6 | .0442 | 29.8 | 10.8 | 15.8 | 18.3 | 22.8 | 32.9 | 573,376 | 169,229 | 40,636 | 65,363 | 22,457 | 99,781 | 29,138 |
| Inyo | 18.8 | .0077 | 37.5 | 7.5 | 15.5 | 20.2 | 33.5 | 7.7 | 176,553 | 43,071 | 17,989 | 3,863 | 5,806 | 28,187 | 4,674 |
| Kings | 89.6 | .0365 | 29.4 | 12.9 | 17.1 | 18.6 | 21.8 | 27.9 | 350,749 | 73,662 | 40,782 | 32,248 | 18,257 | 74,200 | 26,156 |
| Lake | 52.6 | .0214 | 43.9 | 6.1 | 13.6 | 16.4 | 44.1 | 22.1 | 220,112 | 88,042 | 14,326 | 13,034 | 4,788 | 34,194 | 19,723 |
| Lassen | 27.3 | .0111 | 30.5 | 15.1 | 22.3 | 18.4 | 21.5 | 8.2 | 125,270 | 41,961 | 13,558 | 5,594 | 4,098 | 18,043 | 5,182 |
| Madera | 80.2 | .0327 | 31.4 | 9.1 | 17.5 | 19.1 | 24.6 | 26.5 | 318,975 | 102,605 | 29,974 | 9,366 | 9,490 | 53,932 | 20,505 |
| Mariposa | 14.6 | .0059 | 37.5 | 9.3 | 16.2 | 19.7 | 33.9 | 5.6 | 57,779 | 19,951 | 4,884 |  | 376 | 558 | 690 |
| Mendocino | 77.7 | .0317 | 33.2 | 8.2 | 19.9 | 20.1 | 26.4 | 30.0 | 476,882 | 147,126 | 51,120 | 21,031 | 20,274 | 74,890 | 31,209 |
| Modoc | 9.3 | .0037 | 35.7 | 6.8 | 16.5 | 19.7 | 31.3 | 3.6 | 38,320 | 10,968 | 3,975 | 747 | 281 | 4,819 | 1,224 |
| Mono | 9.4 | .0039 | 29.4 | 16.0 | 28.6 | 19.7 | 14.2 | 3.9 | 81,190 | 21,842 | 22,060 | 870 | 2,786 | 1,428 | 450 |
| Nevada | 74.6 | .0305 | 36.2 | 6.8 | 18.5 | 19.3 | 32.8 | 29.2 | 414,722 | 102,072 | 37,423 | 18,055 | 20,121 | 59,753 | 31,588 |
| Plumas | 20.5 | .0084 | 34.4 | 8.1 | 15.6 | 20.1 | 28.7 | 8.2 | 100,912 | 25,188 | 8,707 | 8,627 | 1,786 | 19,718 | 4,652 |
| San Benito | 33.3 | .0135 | 30.8 | 9.7 | 17.0 | 19.0 | 23.9 | 11.0 | 126,784 | 46,845 | 9,844 | 2,259 | 3,439 | 25,144 | 3,760 |
| San Luis Obispo | 201.9 | .0822 | 32.5 | 15.9 | 19.3 | 16.8 | 28.3 | 75.7 | 1,125,149 | 270,004 | 161,498 | 56,175 | 48,697 | 198,256 | 53,903 |
| Sierra | 3.4 | .0014 | 35.7 | 7.3 | 20.2 | 20.2 | 30.8 | 1.5 | 10,287 | 3,591 | 2,423 |  | 201 | 1,109 | 555 |
| Siskiyou | 44.1 | .0179 | 34.2 | 8.2 | 18.2 | 19.4 | 29.1 | 17.2 | 223,820 | 76,466 | 21,607 | 5,115 | 8,715 | 23,915 | 20,126 |
| Tehama | 46.4 | .0188 | 35.8 | 8.5 | 15.0 | 20.2 | 31.1 | 18.0 | 291,878 | 80,030 | 23,074 | 15,957 | 7,198 | 46,027 | 11,022 |
| Trinity | 14.0 | .0057 | 34.4 | 6.6 | 19.0 | 20.9 | 27.9 | 5.5 | 51,379 | 18,026 | 6,281 | 2,944 | 1,680 | 1,201 | 2,501 |
| Tuolumne | 45.6 | .0186 | 34.0 | 9.8 | 20.1 | 19.0 | 29.6 | 16.5 | 197,244 | 64,784 | 22,829 | 808 | 5,238 | 25,102 | 15,135 |
| TOTAL METRO COUNTIES | 26,734.6 | 10.8843 | 32.2 | 11.7 | 19.2 | 20.5 | 28.1 | 9,781.9 | 180,068,387 | 35,499,616 | 20,391,340 | 19,346,856 | 11,473,347 | 38,178,813 | 7,100,769 |
| TOTAL STATE | 27,939.0 | 11.3748 | 32.2 | 11.6 | 19.1 | 20.4 | 24.4 | 10,223.6 | 186,412,645 | 37,285,355 | 21,054,569 | 19,664,373 | 11,713,782 | 39,217,870 | 7,459,249 |

If you buy L.A. without the Daily News, you're really missing something.

And that's getting into the hands of over 50%* of L.A.'s most affluent spenders. Without the Daily News, your reach is [illegible]

And when you think about a circulation that doubled in the past 10 years in a market where average household income jumped nearly [illegible] the Daily News [illegible] important part of L.A. [illegible] the smart way to reach [illegible] Southern California's biggest retail market.

So when you buy L.A., don't lose your head. Remember the Daily News.

Call your Daily News account executive today. Retail Advertising, (818) 713-3232. National Advertising, (818) 713-3250. Recruitment Advertising, (818) 713-3375.

Daily News
LOS ANGELES

*National Planning Data Corp. 1987 U.S. Census 1980

Represented nationally by Sawyer Ferguson Walker, Inc.

## CAL.

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ANAHEIM - SANTA ANA** | **38,057,151** | **37,532** | **14.7** | **22.7** | **20.1** | **33.7** | **1.1072** |
| Orange | 38,057,151 | 37,532 | 14.7 | 22.7 | 20.1 | 33.7 | 1.1072 |
| • Anaheim | 3,838,711 | 33,210 | 17.2 | 25.5 | 19.7 | 27.4 | 1178 |
| Buena Park | 1,031,198 | 37,527 | 14.0 | 23.5 | 23.8 | 30.6 | 0354 |
| Costa Mesa | 1,520,979 | 32,533 | 17.4 | 25.8 | 19.7 | 26.3 | 0512 |
| Cypress | 740,161 | 46,112 | 9.6 | 18.6 | 22.7 | 43.6 | 0186 |
| Fountain Valley | 924,206 | 49,317 | 8.1 | 17.1 | 22.8 | 48.7 | 0259 |
| Fullerton | 1,996,702 | 35,502 | 15.6 | 23.6 | 18.2 | 32.6 | 0573 |
| Garden Grove | 2,055,796 | 35,912 | 15.1 | 24.2 | 22.5 | 29.0 | 0608 |
| Huntington Beach | 3,346,366 | 39,942 | 13.1 | 22.0 | 20.8 | 36.8 | 0978 |
| Irvine | 2,032,199 | 50,977 | 6.9 | 17.9 | 20.3 | 51.6 | 0523 |
| La Habra | 798,689 | 34,801 | 15.6 | 25.2 | 20.3 | 29.3 | 0230 |
| Newport Beach | 1,959,166 | 43,946 | 12.8 | 19.2 | 14.9 | 44.1 | 0531 |
| Orange | 1,671,394 | 36,893 | 15.2 | 22.4 | 20.0 | 32.8 | 0558 |
| • Santa Ana | 2,872,866 | 30,446 | 19.0 | 26.6 | 20.8 | 21.4 | 0984 |
| Westminster | 1,205,200 | 38,646 | 13.7 | 22.0 | 22.5 | 33.4 | 0393 |
| SUBURBAN TOTAL | 31,345,574 | 39,161 | 13.9 | 21.9 | 19.9 | 36.1 | 8910 |
| **BAKERSFIELD** | **6,367,799** | **25,979** | **22.0** | **25.7** | **17.7** | **18.1** | **1983** |
| Kern | 6,367,799 | 25,979 | 22.0 | 25.7 | 17.7 | 18.1 | 1983 |
| • Bakersfield | 2,283,863 | 29,187 | 19.2 | 24.8 | 19.3 | 21.3 | .0814 |
| SUBURBAN TOTAL | 4,083,936 | 24,605 | 23.4 | 26.1 | 16.8 | 16.5 | .1169 |
| **CHICO** | **1,955,809** | **19,416** | **27.7** | **25.9** | **12.7** | **10.1** | **.0646** |
| Butte | 1,955,809 | 19,416 | 27.7 | 25.9 | 12.7 | 10.1 | .0646 |
| • Chico | 342,244 | 16,277 | 26.3 | 22.8 | 11.4 | 7.9 | .0168 |
| SUBURBAN TOTAL | 1,613,565 | 20,105 | 28.2 | 26.6 | 13.0 | 10.7 | .0478 |
| **FRESNO** | **7,694,983** | **25,374** | **22.8** | **25.5** | **16.4** | **18.5** | **.2342** |
| Fresno | 7,694,983 | 25,374 | 22.8 | 25.5 | 16.4 | 18.5 | .2342 |
| • Fresno | 3,824,702 | 25,887 | 23.4 | 24.8 | 16.5 | 16.4 | .1279 |
| SUBURBAN TOTAL | 3,870,281 | 27,282 | 22.1 | 26.3 | 16.4 | 21.1 | .1063 |
| **LOS ANGELES - LONG BEACH** | **130,015,864** | **30,059** | **18.9** | **23.1** | **16.9** | **26.2** | **3.8273** |
| Los Angeles | 130,015,864 | 30,059 | 18.9 | 23.1 | 16.9 | 26.2 | 3.8273 |
| Alhambra | 1,102,445 | 28,199 | 20.5 | 26.0 | 18.7 | 21.0 | .0339 |
| Arcadia | 1,065,581 | 41,888 | 14.1 | 18.5 | 16.3 | 42.4 | .0316 |
| Baldwin Park | 607,199 | 28,893 | 18.3 | 29.2 | 21.5 | 16.6 | .0176 |
| Bellflower | 599,330 | 29,601 | 18.7 | 25.0 | 21.2 | 20.5 | .0278 |
| • Burbank | 1,610,184 | 31,826 | 18.2 | 25.3 | 17.7 | 27.0 | .0455 |
| Carson | 1,218,650 | 41,742 | 12.1 | 20.1 | 23.1 | 37.7 | .0384 |
| Cerritos | 868,080 | 55,417 | 4.7 | 13.6 | 22.2 | 56.8 | .0371 |

IMPORTANT MESSAGE

FOR MEDIA BUYER

DATE TODAY

TIME A.S.A.P. A.M. P.M.

WHILE YOU WERE OUT

M TED KENESSEY

OF COPLEY LOS ANGELES NEWSPAPERS

PHONE NO. (213) 850-0777

| | | | |
|---|---|---|---|
| TELEPHONED | ☒ | PLEASE CALL | ☒ |
| CALLED TO SEE YOU | ☐ | WILL CALL AGAIN | ☐ |
| WANTS TO SEE YOU | ☐ | RUSH | ☒ |

MESSAGE CALLED TO TELL YOU THAT IF YOU WANT TO REACH THE BEST OF L.A. YOU NEED COPLEY LOS ANGELES NEWSPAPERS.

• OVER 400,000 READERS • 35% PENETRATION

• $43,000 AVERAGE FAMILY INCOME

CALL HIM TODAY FOR MORE INFORMATION!

Sources: 1987 Urban Decision Systems, Copley L.A. Newspapers, PMA, Scarborough 1987

**CAL. (cont.)** EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Compton | 796,995 | 23,817 | 22.3 | 24.5 | 16.4 | 16.5 | .0255 |
| Downey | 1,531,569 | 34,606 | 17.1 | 24.1 | 19.6 | 29.8 | .0509 |
| El Monte | 956,761 | 24,665 | 23.6 | 26.9 | 17.5 | 14.9 | .0355 |
| Gardena | 766,846 | 32,096 | 16.9 | 25.9 | 19.8 | 25.3 | .0265 |
| Glendale | 2,825,251 | 29,464 | 19.1 | 24.7 | 16.6 | 25.4 | .0837 |
| Hawthorne | 981,750 | 30,550 | 19.1 | 26.8 | 19.7 | 23.4 | .0289 |
| Huntington Park | 490,102 | 20,396 | 26.8 | 27.6 | 12.8 | 10.6 | .0179 |
| Inglewood | 1,393,493 | 25,928 | 20.5 | 27.7 | 16.0 | 18.8 | .0422 |
| Lakewood | 1,263,337 | 40,755 | 11.7 | 20.8 | 25.9 | 34.7 | .0391 |
| La Mirada | 665,620 | 45,180 | 7.9 | 19.2 | 24.9 | 42.3 | .0192 |
| Lancaster | 1,037,067 | 35,063 | 14.7 | 22.9 | 21.1 | 29.1 | .0340 |
| • Long Beach | 6,473,246 | 26,465 | 20.8 | 23.6 | 16.5 | 21.5 | .1804 |
| • Los Angeles | 51,057,375 | 26,293 | 21.0 | 22.8 | 14.8 | 23.5 | 1.4928 |
| Lynwood | 537,460 | 26,058 | 20.2 | 26.9 | 19.0 | 16.3 | .0172 |
| Montebello | 790,896 | 30,577 | 17.4 | 25.2 | 18.0 | 25.3 | .0236 |
| Monterey Park | 915,936 | 33,984 | 15.6 | 24.2 | 18.8 | 30.0 | .0258 |
| Norwalk | 1,108,526 | 35,996 | 15.1 | 26.3 | 22.5 | 25.8 | .0342 |
| • Pasadena | 2,247,033 | 27,890 | 20.6 | 23.0 | 15.0 | 24.9 | .0714 |
| Pico Rivera | 659,750 | 32,385 | 16.7 | 26.9 | 22.0 | 23.6 | .0194 |
| • Pomona | 1,353,923 | 27,375 | 20.6 | 25.5 | 19.0 | 19.1 | .0443 |
| Redondo Beach | 1,338,477 | 38,776 | 12.8 | 22.9 | 21.7 | 34.6 | .0342 |
| Rosemead | 539,265 | 27,498 | 20.9 | 26.1 | 19.0 | 19.9 | [illegible] |
| Santa Monica | 2,035,438 | 28,862 | 19.7 | 25.0 | 16.2 | 24.9 | .0659 |
| South Gate | 910,298 | 25,151 | 22.5 | 26.1 | 19.2 | 15.4 | .0277 |
| Torrance | 2,728,615 | 42,559 | 10.7 | 20.7 | 23.7 | 40.2 | .0896 |
| West Covina | 1,615,755 | 41,744 | 11.0 | 21.6 | 22.9 | 38.8 | [illegible] |
| Whittier | 1,337,298 | 35,779 | 17.0 | 22.6 | 18.3 | 30.1 | .0439 |
| SUBURBAN TOTAL | 67,273,903 | 33,538 | 16.8 | 23.2 | 18.8 | 29.1 | 1.9929 |
| *LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA* | *206,801,622* | *31,195* | *18.4* | *23.4* | *17.8* | *26.8* | *6.0748* |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **MERCED** | **1,712,244** | **21,560** | **27.0** | **27.5** | **14.3** | **12.0** | **.0571** |
| Merced | 1,712,244 | 21,560 | 27.0 | 27.5 | 14.3 | 12.0 | .0571 |
| • Merced | 536,190 | 20,835 | 25.8 | 25.4 | 14.6 | 11.8 | .0224 |
| SUBURBAN TOTAL | 1,176,054 | 21,856 | 27.7 | 28.4 | 14.1 | 12.0 | .0347 |
| **MODESTO** | **3,918,502** | **24,691** | **23.1** | **26.8** | **16.8** | **15.8** | **.1254** |
| Stanislaus | 3,918,502 | 24,691 | 23.1 | 26.8 | 16.8 | 15.8 | .1254 |
| • Modesto | 1,822,925 | 27,295 | 20.9 | 28.3 | 18.3 | 17.7 | .0640 |
| • Turlock | 420,532 | 22,592 | 24.0 | 24.9 | 16.8 | 13.4 | .0145 |
| SUBURBAN TOTAL | 1,675,045 | 22,767 | 24.9 | 26.0 | 15.2 | 14.6 | .0469 |
| **OAKLAND** | **34,414,522** | **34,920** | **15.8** | **21.1** | **18.6** | **31.3** | **.9868** |
| Alameda | 19,575,474 | 31,220 | 17.5 | 22.5 | 18.7 | 25.8 | .5738 |
| Alameda | 1,323,308 | 30,434 | 19.5 | 25.9 | 18.1 | 25.1 | .0411 |
| • Berkeley | 1,720,800 | 22,524 | 22.7 | 22.0 | 12.7 | 19.6 | .0523 |
| Fremont | 2,662,261 | 42,216 | 11.0 | 19.9 | 25.4 | 37.2 | .0752 |
| Hayward | 1,375,435 | 31,494 | 16.0 | 25.3 | 21.4 | 25.9 | .0507 |
| • Livermore | 899,941 | 41,621 | 10.9 | 20.1 | 25.1 | 35.9 | .0244 |
| • Oakland | 5,313,952 | 23,028 | 21.6 | 22.6 | 14.6 | 18.1 | .1551 |
| San Leandro | 1,188,148 | 32,497 | 17.8 | 25.2 | 20.5 | 25.3 | .0384 |
| Contra Costa | 14,839,048 | 41,898 | 12.7 | 18.8 | 18.5 | 40.7 | .3930 |
| Antioch | 829,059 | 38,401 | 14.2 | 20.3 | 23.3 | 32.1 | .0238 |
| Concord | 2,042,560 | 41,360 | 12.3 | 21.1 | 20.0 | 39.0 | .0636 |
| Richmond | 1,139,159 | 28,387 | 19.0 | 22.7 | 17.6 | 23.5 | .0345 |
| Walnut Creek | 1,635,929 | 45,131 | 12.8 | 19.1 | 15.9 | 45.4 | .0481 |
| SUBURBAN TOTAL | 26,380,829 | 39,058 | 13.8 | 20.6 | 20.0 | 35.9 | .7350 |
| **OXNARD - VENTURA** | **10,024,758** | **38,157** | **14.9** | **21.9** | **20.1** | **34.5** | **.2805** |
| Ventura | 10,024,758 | 38,157 | 14.9 | 21.9 | 20.1 | 34.5 | .2805 |
| • Oxnard | 1,675,741 | 31,568 | 18.7 | 26.6 | 20.1 | 24.5 | .0516 |
| Simi Valley | [illegible] | 48,770 | 7.9 | 15.4 | 24.4 | 47.8 | .0394 |
| Thousand Oaks | [illegible] | [illegible] | 9.9 | 18.1 | 19.6 | 47.2 | .0553 |
| • Ventura | [illegible] | [illegible] | 17.4 | 23.3 | 18.1 | 29.4 | .0479 |
| SUBURBAN TOTAL | [illegible] | 41,560 | 13.1 | 20.1 | 20.4 | 39.0 | .1810 |

Impress the hell out of your clients.

Add one quarter-million rich, undiscovered and exclusive readers to your San Francisco buy.

Contra
Costa
S.F.
San Jose

Contra Costa County: The undiscovered media market in the Bay Area. It's richer than San Francisco. It's growing faster than San Jose. And it's located at the heart of the San Francisco ADI.

It's the #1 growth market in the Bay Area and the second most affluent county in California. Average household EBI: $52,677. Total EBI: $14.8 billion. And we're just across the Bay from San Francisco.

Reaching all of this buying power is easy. The Contra Costa Daily Group: 163,140 ABC circulation. Twice the reach of the San Francisco newspapers in Contra Costa. And a quarter million exclusive readers that only the Group can deliver. That adds 40% unduplicated reach to your Chronicle/Examiner buy in this key Bay Area market!

To discover more about this undiscovered market, call Kelvin Blankenship at (415) 943-8376 or contact your local CWO&O representative.

The Contra Costa Daily Group

Contra Costa Times • The Valley Times • West County Times • Daily Ledger • Post Dispatch
2640 Shadelands Drive, Walnut Creek, CA 94598 (415) 943-8376

**CAL. (cont.)**

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **REDDING** | **1,510,844** | **21,179** | **26.9** | **26.3** | **14.9** | **11.5** | **.0514** |
| Shasta | 1,510,844 | 21,179 | 26.9 | 26.3 | 14.9 | 11.5 | .0514 |
| • Redding | 627,438 | 21,227 | 26.9 | 25.5 | 15.2 | 12.1 | .0262 |
| SUBURBAN TOTAL | 883,406 | 21,144 | 26.9 | 26.8 | 14.6 | 11.1 | .0252 |
| **RIVERSIDE - SAN BERNARDINO** | **28,703,849** | **27,489** | **21.4** | **25.1** | **18.2** | **20.2** | **.8598** |
| Riverside | 12,632,784 | 26,191 | 22.8 | 25.4 | 16.7 | 19.9 | .3812 |
| • Palm Springs | 613,746 | 25,208 | 23.9 | 22.3 | 13.9 | 23.8 | .0202 |
| • Riverside | 2,925,578 | 29,645 | 19.5 | 25.0 | 18.5 | 23.3 | .0940 |
| San Bernardino | 16,071,065 | 28,623 | 20.3 | 25.0 | 19.3 | 20.5 | .4786 |
| Chino | 733,860 | 41,903 | 10.5 | 19.5 | 24.9 | 36.8 | .0210 |
| Ontario | 1,635,756 | 34,016 | 16.4 | 24.2 | 22.5 | 25.9 | .0492 |
| Rancho Cucamonga | 1,278,293 | 43,516 | 9.7 | 19.4 | 26.2 | 39.3 | .0318 |
| Redlands | 949,905 | 34,267 | 15.4 | 22.0 | 18.0 | 31.0 | .0278 |
| • San Bernardino | 1,884,991 | 25,216 | 22.2 | 24.0 | 17.2 | 18.1 | .0712 |
| Upland | 1,097,140 | 37,718 | 13.6 | 22.1 | 19.0 | 35.0 | .0298 |
| SUBURBAN TOTAL | 23,279,534 | 27,492 | 21.4 | 25.4 | 18.3 | 19.9 | .6744 |
| **SACRAMENTO** | **20,071,423** | **28,810** | **20.1** | **24.4** | **18.6** | **22.2** | **.6012** |
| El Dorado | 1,555,943 | 27,336 | 21.8 | 27.9 | 18.6 | 18.1 | .0450 |
| Placer | 2,283,490 | 30,897 | 19.3 | 23.5 | 18.7 | 25.2 | .0696 |
| • Roseville | 462,788 | 27,733 | 21.2 | 23.1 | 19.8 | 22.4 | .0179 |
| Sacramento | 14,501,760 | 29,223 | 19.8 | 24.3 | 18.9 | 22.6 | .4363 |
| • Sacramento | 4,967,134 | 24,501 | 22.3 | 23.1 | 16.2 | 18.8 | .1560 |
| Yolo | 1,730,230 | 24,718 | 22.4 | 22.8 | 16.4 | 19.4 | .0503 |
| • Davis | 585,267 | 23,815 | 22.4 | 20.8 | 15.0 | 21.0 | .0170 |
| • Woodland | 495,257 | 29,523 | 18.9 | 25.7 | 20.7 | 20.1 | .0152 |
| SUBURBAN TOTAL | 13,560,977 | 30,804 | 19.1 | 25.1 | 19.7 | 23.8 | .3951 |
| **SALINAS - SEASIDE - MONTEREY** | **4,513,001** | **28,373** | **20.8** | **27.6** | **18.1** | **20.5** | **.1379** |
| Monterey | 4,513,001 | 28,373 | 20.8 | 27.6 | 18.1 | 20.5 | .1379 |
| • Monterey | 484,480 | 28,424 | 20.4 | 28.4 | 18.0 | 20.5 | .0171 |
| • Salinas | 1,131,360 | 27,494 | 20.8 | 27.9 | 19.1 | 17.6 | .0426 |
| • Seaside | 396,755 | 23,880 | 26.4 | 31.2 | 15.5 | 12.7 | .0138 |

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| SUBURBAN TOTAL | 2,480,211 | 29,849 | 20.0 | 26.7 | 17.9 | 23.4 | .0648 |
| **SAN DIEGO** | **35,704,887** | **29,891** | **19.9** | **24.7** | **17.7** | **24.9** | **1.0429** |
| San Diego | 35,704,887 | 29,891 | 19.9 | 24.7 | 17.7 | 24.9 | 1.0429 |
| Chula Vista | 1,848,625 | 31,776 | 18.3 | 24.5 | 19.4 | 25.7 | .0558 |
| El Cajon | 1,216,421 | 26,440 | 22.4 | 25.9 | 17.2 | 19.6 | .0473 |
| • Escondido | 1,245,502 | 26,973 | 23.2 | 25.6 | 18.6 | 19.3 | .0458 |
| La Mesa | 904,344 | 29,384 | 20.9 | 24.8 | 19.5 | 22.3 | .0315 |
| National City | 623,624 | 21,617 | 27.0 | 29.1 | 13.4 | 11.4 | .0312 |
| Oceanside | 1,465,675 | 26,651 | 24.7 | 27.2 | 17.0 | 19.9 | .0423 |
| • San Diego | 16,602,214 | 28,609 | 20.5 | 24.8 | 16.9 | 23.8 | .4794 |
| SUBURBAN TOTAL | 17,857,171 | 31,424 | 19.2 | 24.4 | 18.6 | 26.3 | .5177 |
| **SAN FRANCISCO** | **31,680,998** | **34,648** | **16.0** | **22.4** | **17.8** | **31.7** | **.9138** |
| Marin | 5,418,276 | 42,840 | 12.6 | 19.4 | 17.4 | 42.5 | .1440 |
| Novato | 913,055 | 43,333 | 12.4 | 20.2 | 19.5 | 41.9 | .0237 |
| San Rafael | 1,037,924 | 37,608 | 15.4 | 21.1 | 16.1 | 37.1 | .0369 |
| San Francisco | 14,066,962 | 28,900 | 18.6 | 23.6 | 16.3 | 25.4 | .4228 |
| • San Francisco | 14,066,962 | 28,900 | 18.6 | 23.6 | 16.3 | 25.4 | .4228 |
| San Mateo | 12,195,758 | 39,153 | 13.7 | 22.0 | 20.2 | 36.0 | .3470 |
| Daly City | 1,316,261 | 36,825 | 14.6 | 24.0 | 22.4 | 30.8 | .0410 |
| Redwood City | 1,063,212 | 32,909 | 17.7 | 24.3 | 18.1 | 29.0 | .0358 |
| San Mateo | 1,711,604 | 37,767 | 14.2 | 23.3 | 20.6 | 33.6 | .0512 |
| South San Francisco | 848,275 | 38,631 | 12.9 | 21.6 | 24.5 | 32.1 | .0258 |
| SUBURBAN TOTAL | 17,614,036 | 40,050 | 13.3 | 21.2 | 19.5 | 37.9 | .4910 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***107,271,112*** | ***35,578*** | ***15.6*** | ***21.8*** | ***18.8*** | ***32.1*** | ***3.0441*** |
| **SAN JOSE** | **26,136,654** | **41,748** | **12.3** | **20.4** | **19.5** | **39.9** | **.7331** |
| Santa Clara | 26,136,654 | 41,748 | 12.3 | 20.4 | 19.5 | 39.9 | .7331 |
| Mountain View | 1,337,024 | 35,766 | 14.1 | 26.3 | 21.6 | 29.8 | .0395 |
| • Palo Alto | 1,355,012 | 43,986 | 12.2 | 19.7 | 16.7 | 43.9 | .0407 |
| • San Jose | 11,959,016 | 40,978 | 12.8 | 20.0 | 20.6 | 38.1 | .3370 |
| Santa Clara | 1,672,314 | 39,588 | 13.1 | 22.9 | 19.8 | 36.6 | .0528 |

Sacramento's SUPER MARKET

*The Bee is #1 in the nation's 20th ADI.*

That's why advertisers nationwide depend on The Sacramento Bee for more selling power. Recent studies demonstrate that The Bee reaches three times more shoppers in nearly every product category than any other daily newspaper in the Sacramento area.

DAILY CIRCULATION
250,320*

SUNDAY CIRCULATION
300,703*

Shoppers who rely on The Bee for:

| | Percent of Total Adults | Percent of Bee Readers |
|---|---|---|
| [illegible] | 82% | 96% |
| Auto | 79% | 95% |
| [illegible] | 80% | 94% |
| Clothing | 80% | 95% |
| Furniture | 81% | 95% |
| Home Improvement | 79% | 94% |
| Household Appliances | 81% | 95% |
| Theater / Entertainment | 75% | 92% |

The Sacramento Bee
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

**CAL.** (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Sunnyvale | 2,352,164 | 41,863 | 11.6 | 22.4 | 20.1 | 40.1 | .0642 |
| SUBURBAN TOTAL | 12,822,626 | 42,423 | 11.9 | 20.8 | 18.7 | 41.3 | .3554 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **5,444,338** | **29,789** | **20.2** | **24.3** | **17.7** | **24.7** | **.1708** |
| Santa Barbara | 5,444,338 | 29,789 | 20.2 | 24.3 | 17.7 | 24.7 | .1708 |
| • Lompoc | 430,794 | 28,073 | 21.7 | 23.1 | 20.5 | 19.1 | .0134 |
| • Santa Barbara | 1,396,045 | 25,422 | 23.1 | 25.9 | 14.6 | 20.6 | .0480 |
| • Santa Maria | 678,472 | 27,316 | 21.2 | 26.4 | 20.5 | 17.2 | .0304 |
| SUBURBAN TOTAL | 2,939,027 | 34,040 | 17.9 | 22.7 | 18.1 | 30.5 | .0790 |
| **SANTA CRUZ** | **3,563,242** | **29,799** | **19.8** | **22.9** | **17.3** | **25.7** | **.1003** |
| Santa Cruz | 3,563,242 | 29,799 | 19.8 | 22.9 | 17.3 | 25.7 | .1003 |
| • Santa Cruz | 700,521 | 24,975 | 22.2 | 22.3 | 15.9 | 20.8 | .0251 |
| SUBURBAN TOTAL | 2,862,721 | 31,221 | 19.2 | 22.9 | 17.7 | 27.1 | .0752 |
| **SANTA ROSA - PETALUMA** | **5,821,795** | **31,425** | **18.5** | **23.5** | **19.2** | **25.8** | **.1648** |
| Sonoma | 5,821,795 | 31,425 | 18.5 | 23.5 | 19.2 | 25.8 | .1648 |
| • Petaluma | 643,504 | 37,584 | 14.8 | 20.1 | 22.6 | 31.3 | .0193 |
| • Santa Rosa | 1,722,355 | 30,932 | 18.9 | 24.2 | 19.3 | 24.9 | .0552 |
| SUBURBAN TOTAL | 3,455,936 | 30,680 | 19.0 | 23.7 | 18.6 | 25.3 | .0903 |
| **STOCKTON** | **5,355,815** | **25,549** | **21.8** | **24.9** | **17.6** | **17.6** | **.1666** |
| San Joaquin | 5,355,815 | 25,549 | 21.8 | 24.9 | 17.6 | 17.6 | .1666 |
| • Lodi | 611,340 | 25,782 | 22.2 | 24.7 | 17.1 | 18.6 | .0202 |
| • Stockton | 2,170,599 | 23,648 | 22.8 | 24.2 | 16.7 | 15.7 | .0740 |
| SUBURBAN TOTAL | 2,573,876 | 27,377 | 20.7 | 26.0 | 18.5 | 19.0 | .0724 |
| **VALLEJO - FAIRFIELD - NAPA** | **5,653,901** | **30,350** | **19.2** | **25.5** | **20.8** | **21.4** | **.1653** |
| Napa | 1,880,188 | 34,129 | 17.3 | 22.5 | 19.0 | 29.7 | .0492 |
| • Napa | 994,014 | 34,691 | 17.0 | 22.3 | 20.4 | 29.1 | .0282 |

We Made The Sacramento Union Easier To Read. And Harder To Ignore.

On August 15th, The Sacramento Union becomes the first major daily newspaper on the West Coast to convert to a tabloid format. Our 250,000 readers say they want a better organized, easier format, easier to handle newspaper. One with more color, more punch. And we're going to deliver it.

We can't afford to ignore our readers. And neither can you. They're a mature, educated market with a lot of spendable income — about $4 billion at last count.

With the impact of this new format, the future looks bright for us. And even brighter for you.

The Sacramento Union

You Can't Cover Sacramento Without It
(916) 442-7811

[illegible]

TURN TO LANDON FOR RESULTS SEE PAGE B-26

SAN DIEGO'S NORTH COUNTY—A $4.74 BILLION MARKET

North County — San Diego's [illegible]

You need more than San Diego papers to reach this vital market. You need North County Combo. Without it, you simply aren't covering San Diego.

NORTH SAN DIEGO COUNTY COMBO

TA Times-Advocate Blade-Tribune

207 E. Pennsylvania Ave. Escondido, CA 92025
(619) 740-5467 (619) 740-5478
Represented nationally by CWO&O

[illegible]

**CAL.** (cont.)

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Solano | 3,773,713 | 29,097 | 20.1 | 26.5 | 21.5 | 18.2 | .1161 |
| • Fairfield | 848,086 | 27,504 | 23.7 | 26.5 | 20.0 | 17.5 | .0280 |
| Vacaville | 709,088 | 31,552 | 16.8 | 28.2 | 24.6 | 18.7 | .0213 |
| • Vallejo | 1,184,485 | 26,795 | 20.9 | 26.9 | 19.9 | 16.0 | .0389 |
| SUBURBAN TOTAL | 2,627,316 | 32,018 | 17.6 | 25.4 | 21.6 | 23.1 | .0702 |
| **VISALIA - TULARE - PORTERVILLE** | **2,678,674** | **19,283** | **29.6** | **26.1** | **12.7** | **9.4** | **.0988** |
| Tulare | 2,678,674 | 19,283 | 29.6 | 26.1 | 12.7 | 9.4 | .0988 |
| • Porterville | 224,868 | 18,755 | 27.6 | 25.3 | 14.2 | 7.5 | .0115 |
| • Tulare | 250,164 | 18,968 | 28.9 | 26.8 | 12.6 | 8.1 | .0106 |
| • Visalia | 710,720 | 22,675 | [illegible] | [illegible] | 16.4 | 12.0 | .0318 |
| SUBURBAN TOTAL | 1,492,922 | 18,312 | 32.0 | 25.5 | 10.9 | 8.9 | .0449 |
| **YUBA CITY** | **1,301,414** | **21,229** | **27.6** | **25.8** | **13.8** | **13.2** | **.0421** |
| Sutter | 725,416 | 23,159 | 25.4 | 25.7 | 15.0 | 15.9 | .0232 |
| • Yuba City | 257,582 | 19,949 | 28.6 | 26.9 | 12.0 | 10.9 | .0127 |
| Yuba | 575,998 | 19,507 | 29.8 | 26.2 | 12.3 | 10.2 | .0189 |
| SUBURBAN TOTAL | 1,043,832 | 21,592 | 27.2 | 25.6 | 14.2 | 13.8 | .0300 |
| **OTHER COUNTIES** | | | | | | | |
| Alpine | 11,816 | 20,000 | 23.6 | 25.2 | 8.3 | 16.5 | .0004 |
| Amador | 323,722 | 23,570 | 24.8 | 27.4 | 18.6 | 11.8 | .0106 |
| Calaveras | 347,515 | 21,275 | 27.2 | 29.0 | 13.4 | 10.6 | .0101 |
| Colusa | 185,357 | 23,605 | 24.0 | 27.0 | 13.6 | 17.4 | .0054 |
| Del Norte | 190,818 | 18,296 | 28.6 | 26.5 | 11.8 | 7.3 | .0065 |
| Glenn | 282,086 | 23,957 | 23.6 | 28.0 | 15.7 | 15.2 | .0085 |
| Humboldt | 1,406,680 | 22,517 | 24.5 | 26.0 | 15.5 | 13.4 | .0472 |
| Imperial | 971,564 | 20,683 | 27.5 | 26.1 | 14.0 | 11.5 | .0352 |
| Inyo | 232,546 | 22,671 | 24.2 | 26.1 | 16.5 | 12.7 | .0085 |
| Kings | 834,432 | 21,307 | 27.6 | 27.6 | 14.8 | 10.8 | .0271 |
| Lake | 577,363 | 17,367 | 31.2 | 22.0 | 11.7 | 9.6 | .0176 |
| Lassen | 230,341 | 20,936 | 28.5 | 29.5 | 15.2 | 7.7 | .0082 |
| Madera | 881,319 | 24,103 | 23.9 | 25.1 | 17.4 | 15.4 | .0265 |
| Mariposa | 179,454 | 21,237 | 28.6 | 25.1 | 16.3 | 11.1 | .0050 |
| Mendocino | 899,534 | 22,414 | 24.4 | 28.5 | 15.5 | 11.2 | .0296 |
| Modoc | 103,762 | 19,933 | 28.0 | 25.4 | 12.6 | 11.8 | .0033 |
| Mono | 161,423 | 30,462 | [illegible] | 25.3 | 20.5 | 22.2 | .0048 |
| Nevada | 988,484 | 25,304 | 23.2 | [illegible] | 17.5 | 16.8 | .0295 |
| Plumas | 260,166 | 24,158 | 24.5 | 28.9 | 16.3 | 14.2 | .0077 |
| San Benito | 408,835 | 26,788 | 20.8 | 27.3 | 20.5 | 18.9 | .0116 |
| San Luis Obispo | 2,607,691 | 24,217 | 24.5 | 26.4 | 16.8 | 16.5 | .0790 |
| Sierra | 42,394 | 21,387 | 23.1 | 26.1 | 16.3 | 10.6 | .0012 |
| Siskiyou | 480,459 | 21,177 | 25.8 | 26.6 | 15.0 | 8.8 | .0154 |
| Tehama | 473,634 | 19,613 | 26.1 | 28.4 | 12.5 | 8.2 | .0169 |
| Trinity | 158,442 | 22,055 | 26.0 | 29.7 | 14.5 | 10.6 | .0046 |
| Tuolumne | 465,983 | 20,206 | 29.2 | 26.3 | 14.9 | 9.3 | .0148 |
| **TOTAL METRO COUNTIES** | **412,302,467** | **30,987** | **18.7** | **23.4** | **17.8** | **26.4** | **12.1102** |
| **TOTAL STATE** | **426,008,347** | **30,537** | **18.9** | **23.7** | **17.7** | **25.8** | **12.5454** |

# Accept No Substitutes

The Golden Gate Group reaches the best of the Bay Area and now we're even better. Our group of eight award winning daily newspapers are your ticket to the most affluent consumers in the San Francisco ADI.

**With over 320,000 circulation, you'll reach:**

Suburban counties that account for more than 80 percent of the Bay Area sales in almost every product category.

Over 83 percent of our member newspaper's subscribers have incomes averaging more than $35,000.

Participating newspapers:

Alameda Newspaper Group • Argus • Daily Review • Herald
Times Star • Peninsula Times Tribune • San Mateo Times
Marin Independent Journal ... and our newest member
Santa Rosa Press Democrat

The Golden Gate Group
c/o Long & Associates
1575 Old Bayshore Highway, Burlingame, CA 94010
415 692-8236

Bodega Bay
Santa Rosa
Napa
Petaluma
Novato
San Rafael
Stinson Beach
Sausalito
Antioch
Danville
San Francisco
Oakland
Alameda
Pacifica
Hayward
Livermore
Fremont
San Mateo
Redwood City
Half Moon Bay
Palo Alto
San Jose
Cupertino
Los Gatos

Also represented by The Papert Companies New York, Chicago and Detroit

# *Reach Santa Barbara . . .*

*Upscale • Affluent • Mobile • Sophisticated*

*The Santa Barbara News-Press reaches your best customers.*

- *Santa Barbara ranks 14th in Retail Sales per household – $22.7 billion*
- *Santa Barbara ranks 25th in percent of households with EBI's of $50,000 +*
- ***Santa Barbara ranks in top 50 of median household EBI – $28,687***

***Reach this prime market with the News-Press***
***Call us at (805) 564-5200***

**Santa Barbara News-Press**

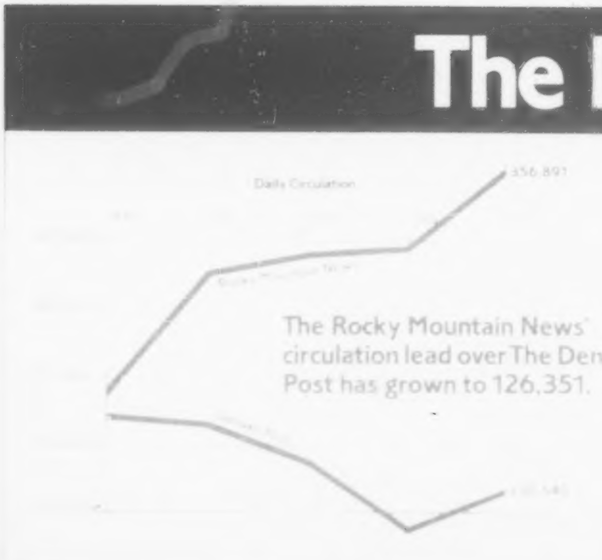
A NEW YORK TIMES COMPANY

Represented by Cresmer, Woodward, O'Mara & Ormsbee

# Colorado

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BOULDER - LONGMONT** | **219.5** | **.0893** | **29.6** | **16.3** | **24.1** | **20.8** | **16.3** | **85.6** | **1,674,545** | **390,688** | **192,442** | **173,694** | **114,332** | **322,102** | **34,560** |
| Boulder | 219.5 | .0893 | 29.6 | 16.3 | 24.1 | 20.8 | 16.3 | 85.6 | 1,674,545 | 390,688 | 192,442 | 173,694 | 114,332 | 322,102 | 34,560 |
| • Boulder | 79.2 | .0322 | 28.2 | 26.1 | 25.3 | 17.2 | 15.6 | 31.8 | 929,387 | 167,437 | 116,193 | 128,851 | 77,599 | 175,405 | 15,395 |
| • Longmont | 51.7 | .0210 | 30.4 | 10.3 | 22.1 | 20.3 | 19.5 | 20.0 | 411,402 | 112,174 | 37,608 | 38,125 | 20,499 | 90,477 | 12,493 |
| SUBURBAN TOTAL | 88.6 | .0361 | 30.5 | 11.1 | 24.2 | 24.3 | 14.9 | 33.8 | 333,756 | 111,077 | 38,641 | 6,718 | 16,234 | 56,220 | 6,672 |
| **COLORADO SPRINGS** | **388.3** | **.1581** | **29.2** | **15.0** | **19.8** | **20.6** | **17.9** | **144.3** | **2,356,694** | **449,038** | **237,394** | **344,697** | **124,796** | **503,314** | **34,941** |
| El Paso | 388.3 | .1581 | 29.2 | 15.0 | 19.8 | 20.6 | 17.9 | 144.3 | 2,356,694 | 449,038 | 237,394 | 344,697 | 124,796 | 503,314 | 34,941 |
| • Colorado Springs | 280.6 | .1142 | 30.5 | 13.2 | 20.3 | 20.5 | 20.3 | 112.2 | 2,167,199 | 407,776 | 208,398 | 310,421 | 119,872 | 501,518 | 33,173 |
| SUBURBAN TOTAL | 107.7 | .0439 | 25.8 | 19.4 | 19.1 | 20.9 | 11.5 | 32.1 | 189,495 | 41,262 | 28,996 | 34,276 | 4,924 | 1,796 | 1,768 |
| **DENVER** | **1,675.8** | **.6823** | **31.2** | **11.0** | **21.9** | **21.5** | **20.1** | **670.3** | **11,751,410** | **2,459,901** | **1,338,883** | **1,539,542** | **786,097** | **2,200,500** | **252,462** |
| Adams | 284.1 | .1157 | 28.9 | 12.6 | 20.6 | 20.7 | 16.8 | 103.8 | 1,666,190 | 432,701 | 132,399 | 251,370 | 103,458 | 281,850 | 41,557 |
| Thornton | 50.0 | .0204 | 27.5 | 11.7 | 26.1 | 17.7 | 12.8 | 17.2 | 379,963 | 76,497 | 24,588 | 74,617 | 15,221 | 118,012 | 7,513 |
| Westminster | 65.1 | .0265 | 28.0 | 15.4 | 27.7 | 19.5 | 11.1 | 22.7 | 241,834 | 72,716 | 25,978 | 46,316 | 16,689 | 6,513 | 8,235 |
| Arapahoe | 397.8 | .1620 | 30.9 | 9.8 | 22.4 | 24.2 | 16.5 | 154.7 | 2,996,324 | 489,405 | 271,817 | 528,081 | 160,076 | 746,645 | 47,204 |
| Aurora | 221.5 | .0902 | 29.6 | 11.1 | 26.0 | 21.4 | 14.1 | 83.2 | 1,486,484 | 345,841 | 139,951 | 301,021 | 82,148 | 232,628 | 22,244 |
| Denver | 510.8 | .2080 | 32.4 | 12.5 | 23.1 | 17.0 | 27.0 | 233.9 | 3,881,143 | 733,045 | 626,044 | 349,789 | 332,781 | 465,287 | 84,617 |
| • Denver | 510.8 | .2080 | 32.4 | 12.5 | 23.1 | 17.0 | 27.0 | 233.9 | 3,881,143 | 733,045 | 626,044 | 349,789 | 332,781 | 465,287 | 84,617 |
| Douglas | 42.4 | .0172 | 32.0 | 6.3 | 18.7 | 29.4 | 14.9 | 13.0 | 100,535 | 37,174 | 9,267 | 192 | 2,017 | 12,699 | 2,227 |
| Jefferson | 440.7 | .1794 | 31.2 | 9.7 | 21.4 | 24.2 | 17.7 | 164.9 | 3,107,218 | 767,576 | 299,356 | 410,110 | 186,765 | 694,019 | 76,857 |
| Arvada | 94.6 | .0385 | 30.3 | 9.7 | 20.6 | 25.1 | 15.3 | 33.7 | 400,525 | 151,061 | 42,591 | 39,039 | 9,736 | 33,704 | 8,743 |
| Lakewood | 124.6 | .0507 | 33.1 | 10.5 | 18.4 | 25.2 | 21.8 | 48.5 | 1,469,831 | 194,430 | 129,145 | 258,633 | 52,204 | 811,684 | 26,177 |
| SUBURBAN TOTAL | 1,165.0 | .4743 | 30.6 | 10.3 | 21.5 | 23.5 | 17.0 | 436.4 | 7,870,267 | 1,726,856 | 712,839 | 1,189,753 | 453,316 | 1,235,213 | 167,845 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1,895.3*** | ***.7716*** | ***31.0*** | ***11.6*** | ***22.2*** | ***21.4*** | ***19.6*** | ***755.9*** | ***13,425,955*** | ***2,850,589*** | ***1,531,325*** | ***1,713,236*** | ***900,429*** | ***2,522,602*** | ***287,022*** |
| **FORT COLLINS - LOVELAND** | **185.2** | **.0754** | **29.4** | **16.7** | **22.0** | **18.8** | **18.9** | **70.2** | **1,059,228** | **240,775** | **100,441** | **143,376** | **57,145** | **198,019** | **18,740** |
| Larimer | 185.2 | .0754 | 29.4 | 16.7 | 22.0 | 18.8 | 18.9 | 70.2 | 1,059,228 | 240,775 | 100,441 | 143,376 | 57,145 | 198,019 | 18,740 |
| • Fort Collins | 78.5 | .0320 | 27.0 | 25.7 | 27.3 | 15.6 | 15.9 | 29.7 | 675,527 | 150,018 | 62,016 | 112,929 | 41,453 | 116,043 | 10,472 |
| • Loveland | 37.8 | .0154 | 31.5 | 9.9 | 20.6 | 19.7 | 23.8 | 14.7 | 250,692 | 57,992 | 18,442 | 21,040 | 8,888 | 63,061 | 6,534 |
| SUBURBAN TOTAL | 68.8 | .0280 | 31.2 | 10.0 | 21.7 | 22.1 | 19.6 | 25.8 | 133,009 | 32,765 | 19,983 | 9,407 | 6,804 | 18,915 | 1,734 |
| **GREELEY** | **138.8** | **.0566** | **29.4** | **14.5** | **19.0** | **19.1** | **20.2** | **50.8** | **586,959** | **145,982** | **54,907** | **73,266** | **26,838** | **134,531** | **14,597** |
| Weld | 138.8 | .0566 | 29.4 | 14.5 | 19.0 | 19.1 | 20.2 | 50.8 | 586,959 | 145,982 | 54,907 | 73,266 | 26,838 | 134,531 | 14,597 |
| • Greeley | 58.2 | .0237 | [illegible] | 20.5 | 20.0 | 16.3 | 20.3 | 22.5 | 426,546 | 104,684 | 32,520 | 71,250 | 20,657 | 99,707 | 11,708 |
| SUBURBAN TOTAL | 80.6 | .0329 | 30.2 | 10.4 | 18.6 | 21.2 | 19.9 | 28.3 | 160,413 | 41,298 | 22,387 | 2,016 | 6,181 | 34,824 | 2,889 |
| **PUEBLO** | **128.2** | **.0522** | **32.6** | **10.6** | **16.7** | **18.8** | **27.2** | **49.2** | **631,264** | **161,376** | **62,954** | **110,298** | **36,332** | **97,491** | **17,244** |
| Pueblo | 128.2 | .0522 | 32.6 | 10.6 | 16.7 | 18.8 | 27.2 | 49.2 | 631,264 | 161,376 | 62,954 | 110,298 | 36,332 | 97,491 | 17,244 |
| • Pueblo | 102.3 | .0416 | 32.6 | 11.0 | 16.9 | 17.7 | 28.1 | 40.0 | 584,960 | 147,321 | 59,376 | 105,360 | 34,912 | 93,651 | 15,789 |
| SUBURBAN TOTAL | 25.9 | .0106 | 32.4 | 9.0 | 16.1 | 22.7 | 23.0 | 9.2 | 46,304 | 14,055 | 3,578 | 4,938 | 1,420 | 3,840 | 1,455 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Alamosa | 12.4 | .0050 | 28.3 | 16.7 | 17.6 | 17.6 | 20.4 | 4.5 | 94,896 | 26,475 | 7,827 | 8,206 | 4,236 | 16,710 | 3,667 |
| Archuleta | 4.6 | .0018 | 32.4 | 7.3 | 18.1 | 20.7 | 24.7 | 1.9 | 34,193 | 8,033 | 2,501 | | 348 | 3,198 | 822 |
| Baca | 5.2 | .0021 | 35.1 | 8.3 | 15.1 | 19.1 | 31.1 | 1.9 | 33,155 | 3,393 | 1,117 | 957 | 147 | 7,968 | 682 |
| Bent | 5.7 | .0024 | 35.7 | 7.3 | 14.7 | 18.4 | 30.5 | 2.0 | 17,000 | 6,356 | 384 | 901 | 72 | 5,068 | 1,104 |
| Chaffee | 13.2 | .0054 | 32.2 | 11.5 | 18.3 | 19.4 | 25.5 | 5.1 | 81,628 | 24,717 | 5,957 | 6,306 | 1,481 | 13,551 | 1,565 |



The Lead.

It's safe to call it a trend.

The Rocky Mountain News' circulation lead over The Denver Post has grown to 126,351.

In Denver,
Rocky Mountain News
is The Paper.

Phone: 303-892-5411. Fax: 303-892-5249.

Rocky Mountain News is represented nationally by Sawyer Ferguson Walker Company, Inc.

Source: ABC Publisher's Statements, March 31, 1988

## COLO. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cheyenne | 2.4 | .0010 | 34.8 | 7.9 | 15.7 | 15.8 | 33.9 | 1.0 | 8,205 | 2,774 | 1,288 | | 296 | 1,735 | 160 |
| Clear Creek | 7.1 | .0029 | 30.2 | 9.6 | 29.1 | 20.2 | 15.7 | 3.0 | 32,738 | 7,901 | 10,870 | 614 | 202 | 2,675 | 908 |
| Conejos | 8.0 | .0032 | 29.6 | 9.4 | 14.4 | 17.8 | 24.4 | 2.7 | 14,669 | 6,292 | 300 | 1,974 | 125 | 183 | 1,676 |
| Costillo | 3.7 | .0015 | 34.1 | 8.9 | 13.8 | 19.1 | 29.6 | 1.2 | 3,077 | 846 | 275 | 341 | 111 | 149 | |
| Crowley | 3.1 | .0013 | 41.0 | 7.3 | 12.9 | 17.1 | 39.7 | 1.2 | 3,712 | 247 | 277 | | 114 | 1,063 | 457 |
| Custer | 2.0 | .0008 | 34.4 | 8.2 | 16.9 | 20.7 | 28.3 | .6 | 5,733 | 1,636 | 496 | | | 112 | 115 |
| Delta | 23.1 | .0094 | 36.8 | 7.5 | 15.0 | 18.5 | 33.9 | 9.0 | 97,122 | 29,239 | 5,246 | 5,881 | 3,736 | 20,178 | 2,942 |
| Dolores | 1.7 | .0007 | 32.7 | 9.1 | 15.4 | 20.1 | 26.3 | .6 | 4,692 | 2,014 | 497 | | | 1,646 | |
| Eagle | 17.5 | .0072 | 28.8 | 16.4 | 36.1 | 17.9 | 9.9 | 7.3 | 227,402 | 50,789 | 44,748 | 226 | 6,508 | 10,373 | 6,406 |
| Elbert | 8.8 | .0035 | 31.9 | 6.5 | 20.1 | 23.4 | 20.3 | 3.0 | 5,605 | 3,318 | 476 | | 85 | 116 | 135 |
| Fremont | 32.0 | .0131 | 35.9 | 8.2 | 16.6 | 18.4 | 32.9 | 12.1 | 113,456 | 33,780 | 11,433 | 14,946 | 3,318 | 17,440 | 6,008 |
| Garfield | 26.8 | .0109 | 30.7 | 11.3 | 22.8 | 20.2 | 20.1 | 10.2 | 266,631 | 67,895 | 28,000 | 17,511 | 7,853 | 60,637 | 9,427 |
| Gilpin | 2.8 | .0011 | 31.8 | 6.5 | 29.4 | 23.9 | 16.7 | 1.3 | 3,803 | 320 | 1,479 | | 53 | 93 | 113 |
| Grand | 9.2 | .0038 | 29.6 | 12.1 | 26.8 | 20.1 | 15.5 | 3.7 | 63,018 | 15,784 | 10,367 | 857 | 976 | 6,181 | 2,971 |
| Gunnison | 10.9 | .0044 | 26.2 | 28.6 | 24.2 | 16.2 | 12.6 | 4.1 | 72,769 | 17,747 | 12,800 | 316 | 1,937 | 12,290 | 2,216 |
| Hinsdale | .5 | .0002 | 32.6 | 8.0 | 23.8 | 24.0 | 20.8 | .2 | 4,503 | 1,132 | 582 | | | | |
| Huerfano | 6.8 | .0028 | 37.2 | 7.2 | 13.7 | 17.1 | 35.6 | 2.7 | 36,254 | 15,556 | 3,196 | 269 | 860 | 3,036 | 875 |
| Jackson | 1.8 | .0007 | 31.7 | 10.1 | 19.3 | 23.4 | 20.1 | .7 | 7,142 | 2,387 | 682 | | 91 | 1,639 | 111 |
| Kiowa | 1.8 | .0007 | 42.3 | 6.6 | 11.6 | 17.8 | 41.9 | .6 | 6,148 | 2,660 | 862 | | | | 781 |
| Kit Carson | 7.6 | .0031 | 33.9 | 8.9 | 15.2 | 19.1 | 29.2 | 2.9 | 48,816 | 12,421 | 2,269 | 2,664 | 659 | 13,979 | 2,765 |
| Lake | 7.4 | .0031 | 26.8 | 15.8 | 22.5 | 18.8 | 12.7 | 2.5 | 29,982 | 9,430 | 2,351 | 321 | 400 | 3,061 | 3,068 |
| La Plata | 32.1 | .0130 | 29.9 | 16.4 | 19.8 | 19.0 | 20.8 | 11.9 | 214,859 | 52,878 | 26,908 | 14,107 | 11,733 | 32,054 | 2,721 |
| Las Animas | 14.1 | .0058 | 35.2 | 10.3 | 14.1 | 15.7 | 34.5 | 5.5 | 45,111 | 16,315 | 3,316 | 3,286 | 1,496 | 8,849 | 1,747 |
| Lincoln | 4.7 | .0019 | 39.0 | 8.8 | 13.0 | 20.0 | 35.6 | 1.8 | 64,953 | 8,395 | 8,422 | 2,172 | 492 | 13,134 | 2,005 |
| Logan | 19.4 | .0079 | 31.9 | 12.8 | 15.6 | 18.1 | 27.1 | 7.5 | 130,713 | 21,921 | 8,961 | 12,106 | 4,744 | 42,309 | 2,606 |
| Mesa | 89.6 | .0365 | 31.5 | 11.3 | 19.5 | 19.3 | 23.8 | 33.3 | 724,914 | 152,837 | 53,070 | 88,727 | 40,058 | 145,371 | 17,174 |
| Mineral | .7 | .0002 | 32.8 | 9.3 | 19.1 | 23.6 | 22.1 | .3 | 3,115 | 819 | 212 | | | 46 | |
| Moffat | 14.1 | .0058 | 28.5 | 11.7 | 22.8 | 20.2 | 15.3 | 5.1 | 105,774 | 28,315 | 7,880 | 7,571 | 2,835 | 24,604 | 1,200 |
| Montezuma | 19.3 | .0078 | 31.4 | 9.3 | 16.8 | 20.4 | 23.6 | 6.8 | 122,794 | 32,812 | 10,412 | 8,375 | 3,356 | 23,357 | 2,394 |
| Montrose | 24.9 | .0102 | 33.2 | 8.4 | 16.6 | 21.6 | 23.5 | 9.2 | 133,801 | 34,351 | 9,353 | 14,084 | 5,604 | 26,123 | 3,001 |
| Morgan | 22.5 | .0091 | 32.3 | 10.1 | 16.5 | 18.7 | 26.8 | 8.3 | 141,954 | 38,254 | 11,900 | 17,999 | 4,180 | 27,335 | 2,476 |
| Otero | 21.2 | .0086 | 35.4 | 9.3 | 14.7 | 18.1 | 29.5 | 8.1 | 96,375 | 26,254 | 8,342 | 18,747 | 6,178 | 10,498 | 2,363 |

**Put your clients in their place.**

With national ad lineage up 9.6% in the first quarter of 1988 compared to the competition's 4.4%, The Post's lead in the Denver market is undisputed. So put your clients where they belong.

THE SUNDAY DENVER POST
THE DENVER POST
The #1 National Advertising Medium.
POST

THE DENVER POST

For advertising information call (303) [illegible]

## COLO. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ouray | 2.2 | .0009 | 34.5 | 6.2 | 19.9 | 22.4 | 26.5 | .7 | 8,048 | 997 | 2,967 | 198 | 72 | 103 | 119 |
| Park | 7.6 | .0031 | 31.0 | 6.4 | 25.5 | 23.1 | 16.7 | 2.8 | 10,103 | 1,804 | 2,457 | 1,365 | 104 | 912 | 190 |
| Phillips | 4.3 | .0017 | 37.3 | 7.7 | 14.1 | 18.6 | 34.5 | 1.8 | 24,305 | 6,104 | 962 | 696 | | 11,510 | 706 |
| Pitkin | 11.3 | .0046 | 30.6 | 13.1 | 37.6 | 23.8 | 9.7 | 5.0 | 204,668 | 22,451 | 60,275 | 82 | 11,990 | 1,804 | 13,168 |
| Prowers | 14.0 | .0057 | 31.5 | 10.0 | 16.0 | 18.2 | 26.2 | 5.4 | 100,601 | 22,449 | 9,957 | 5,922 | 3,849 | 18,256 | 3,005 |
| Rio Blanco | 6.4 | .0026 | 28.9 | 13.8 | 18.5 | 20.1 | 18.6 | 2.2 | 22,888 | 9,807 | 2,041 | 99 | 563 | 2,549 | 455 |
| Rio Grande | 11.4 | .0047 | 32.8 | 9.2 | 15.5 | 19.3 | 27.3 | 3.8 | 53,728 | 18,156 | 2,520 | 2,343 | 2,898 | 7,509 | 3,213 |
| Routt | 14.7 | .0060 | 29.2 | 12.4 | 32.4 | 19.4 | 11.9 | 5.6 | 93,217 | 21,801 | 14,756 | 536 | 4,991 | 7,360 | 2,378 |
| Saguache | 3.9 | .0015 | 32.0 | 9.7 | 16.0 | 17.8 | 27.3 | 1.4 | 7,209 | 1,580 | 410 | | 66 | 2,362 | |
| San Juan | .9 | .0004 | 28.7 | 10.6 | 27.2 | 18.1 | 14.7 | .4 | 6,746 | 521 | 1,789 | | | | 957 |
| San Miguel | 3.5 | .0014 | 29.7 | 9.2 | 35.9 | 18.7 | 12.4 | 1.4 | 13,521 | 3,989 | 2,987 | 771 | 244 | 75 | 171 |
| Sedgwick | 3.0 | .0013 | 38.8 | 7.4 | 13.0 | 16.6 | 36.3 | 1.4 | 18,394 | 3,788 | 782 | 127 | 639 | 7,962 | 1,306 |
| Summit | 11.7 | .0047 | 28.4 | 17.9 | 39.1 | 17.2 | 6.9 | 4.9 | 167,497 | 32,135 | 35,868 | 341 | 6,359 | 9,128 | 3,361 |
| Teller | 12.3 | .0050 | 32.4 | 6.7 | 22.2 | 24.0 | 20.1 | 4.5 | 51,016 | 19,639 | 6,469 | 2,605 | 1,244 | 1,704 | 466 |
| Washington | 5.2 | .0021 | 36.4 | 8.0 | 14.9 | 18.8 | 33.1 | 1.9 | 20,708 | 5,405 | 1,961 | 2,002 | 203 | 3,627 | 1,043 |
| Yuma | 9.6 | .0039 | 34.7 | 7.9 | 15.3 | 19.2 | 30.4 | 3.8 | 57,937 | 17,048 | 2,484 | 3,213 | 1,517 | 12,596 | 977 |
| **TOTAL METRO COUNTIES** | **2,735.8** | **1.1139** | **30.6** | **12.5** | **21.5** | **20.9** | **19.7** | **1,070.4** | **18,060,100** | **3,847,760** | **1,987,021** | **2,384,873** | **1,145,540** | **3,455,957** | **372,544** |
| **TOTAL STATE** | **3,346.3** | **1.3624** | **30.8** | **12.2** | **21.3** | **20.6** | **20.4** | **1,301.2** | **22,021,398** | **4,501,729** | **2,441,362** | **2,654,637** | **1,294,763** | **4,100,175** | **490,720** |

## COLO.

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BOULDER - LONGMONT** | **3,011,764** | **27,958** | **20.8** | **27.8** | **18.2** | **19.0** | **.0974** |
| Boulder | 3,011,764 | 27,958 | 20.8 | 27.8 | 18.2 | 19.0 | .0974 |
| • Boulder | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Longmont | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 1,800,546 | 31,582 | 17.8 | 27.2 | 20.4 | 23.4 | .0540 |
| **COLORADO SPRINGS** | **4,747,279** | **24,765** | **24.8** | **28.9** | **17.1** | **14.8** | **.1515** |
| El Paso | 4,747,279 | 24,765 | 24.8 | 28.9 | 17.1 | 14.8 | .1515 |
| • Colorado Springs | 3,073,346 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 1,673,933 | 26,248 | 24.5 | 30.9 | 19.0 | 14.8 | .0508 |
| **DENVER** | **25,102,599** | **30,505** | **18.6** | **27.0** | **20.4** | **21.7** | **.7564** |
| Adams | 3,551,897 | 29,759 | 16.9 | 31.4 | 22.5 | 16.7 | .1106 |
| Thornton | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Westminster | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Arapahoe | 6,531,669 | 34,723 | 16.0 | 26.4 | 22.5 | 27.0 | .1925 |
| Aurora | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Denver | 7,281,084 | 22,844 | 24.0 | 26.9 | 15.1 | 14.4 | .2207 |
| • Denver | [illegible] | 22,844 | 24.0 | 26.9 | [illegible] | 14.4 | [illegible] |
| Douglas | 645,549 | 41,808 | 10.3 | 22.2 | 24.3 | 37.5 | .0155 |
| Jefferson | 7,092,400 | 36,718 | 13.8 | 25.3 | 24.4 | 28.8 | .2069 |
| Arvada | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Lakewood | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 17,821,515 | 34,345 | 15.5 | 27.1 | 23.3 | 25.4 | .5257 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***28,114,363*** | ***30,200*** | ***18.8*** | ***27.0*** | ***20.2*** | ***21.4*** | ***.8538*** |
| **FORT COLLINS - LOVELAND** | **2,143,110** | **23,923** | **24.3** | **28.8** | **16.9** | **13.1** | **.0690** |
| Larimer | 2,143,110 | 23,923 | 24.3 | 28.8 | 16.9 | 13.1 | .0690 |
| • Fort Collins | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| • Loveland | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 820,578 | 26,839 | 23.0 | 31.1 | 17.9 | 14.5 | .0208 |
| **GREELEY** | **1,425,374** | **22,164** | **24.7** | **30.0** | **15.0** | **10.1** | **.0450** |
| Weld | 1,425,374 | 22,164 | 24.7 | 30.0 | 15.0 | 10.1 | .0450 |
| • Greeley | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 805,864 | 23,304 | 24.3 | 32.4 | 15.9 | 10.2 | .0223 |
| **PUEBLO** | **1,273,806** | **20,153** | **25.4** | **27.2** | **13.9** | **9.2** | **.0425** |
| Pueblo | 1,273,806 | 20,153 | 25.4 | 27.2 | 13.9 | 9.2 | .0425 |
| • Pueblo | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 255,928 | 23,128 | 24.2 | 31.5 | 15.4 | 10.5 | .0069 |
| **OTHER COUNTIES** | | | | | | | |
| Alamosa | 115,285 | 17,656 | 27.5 | 25.8 | [illegible] | 8.5 | .0047 |
| Archuleta | 44,358 | 17,720 | 27.8 | 28.0 | 8.9 | 7.4 | .0016 |
| Baca | 33,027 | 12,442 | 33.4 | 16.3 | 6.5 | 4.4 | .0015 |
| Bent | 30,090 | 13,635 | 34.4 | 23.3 | [illegible] | 3.9 | .0017 |
| Chaffee | 131,895 | 21,100 | 27.1 | 32.3 | 13.5 | 7.1 | .0046 |
| Cheyenne | 18,854 | [illegible] | 33.4 | 23.4 | 5.7 | 4.5 | .0006 |
| Clear Creek | 84,156 | 23,444 | 23.9 | 38.2 | 16.2 | 8.5 | .0026 |
| Conejos | 40,727 | 12,315 | 38.1 | 18.4 | 4.7 | 1.0 | .0017 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Costilla | 22,813 | 12,523 | 31.9 | 16.9 | 6.7 | 4.4 | .0006 |
| Crowley | 24,359 | 15,468 | 35.8 | 23.9 | 7.4 | 4.4 | .0007 |
| Custer | 12,462 | 16,526 | 30.3 | 28.2 | 8.8 | 4.2 | .0005 |
| Delta | 213,040 | 17,014 | 30.5 | 23.7 | 12.8 | 6.7 | .0071 |
| Dolores | 13,339 | 18,077 | 25.6 | 28.7 | 10.8 | 6.2 | .0003 |
| Eagle | 270,482 | 30,497 | 17.2 | 30.5 | 22.3 | 19.2 | .0101 |
| Elbert | 92,964 | 24,978 | 23.1 | 24.3 | 21.2 | 13.3 | .0023 |
| Fremont | 291,953 | 17,485 | 28.1 | 28.0 | 10.2 | 5.6 | .0093 |
| Garfield | 345,606 | 28,440 | 20.9 | 25.7 | 21.1 | 17.3 | .0128 |
| Gilpin | 36,707 | 25,467 | 19.8 | 36.2 | 16.6 | 9.6 | .0008 |
| Grand | 103,631 | 23,766 | 23.7 | 35.3 | 14.4 | 10.0 | .0037 |
| Gunnison | 136,298 | 24,964 | 22.1 | 27.3 | 15.7 | 16.5 | .0044 |
| Hinsdale | 5,994 | 22,500 | 26.0 | 35.5 | 9.5 | 12.5 | .0002 |
| Huerfano | 52,490 | 13,737 | 30.4 | 21.1 | 7.7 | 5.3 | .0022 |
| Jackson | 16,317 | 19,478 | 30.1 | 33.6 | 10.1 | 4.6 | .0004 |
| Kiowa | 16,336 | 19,937 | 27.7 | 26.5 | 12.8 | 10.5 | .0006 |
| Kit Carson | 69,372 | 18,959 | 26.0 | 28.5 | 12.2 | 6.7 | .0026 |
| Lake | 74,438 | 27,108 | 21.0 | 37.9 | 21.6 | 7.3 | .0024 |
| La Plata | 356,871 | 22,557 | 25.7 | 27.4 | 15.4 | 12.6 | .0124 |
| Las Animas | 113,899 | 15,468 | 28.0 | 22.9 | 11.2 | 4.9 | .0038 |
| Lincoln | 41,550 | 17,391 | 29.3 | 26.7 | 10.4 | 6.5 | .0024 |
| Logan | 186,992 | 19,525 | 28.8 | 29.5 | 12.1 | 7.2 | .0070 |
| Mesa | 1,004,880 | 23,828 | 23.8 | 29.2 | 17.2 | 13.0 | .0371 |
| Mineral | 7,497 | 19,778 | 29.7 | 27.3 | 14.0 | 8.0 | .0002 |
| Moffat | 171,484 | 29,647 | 17.5 | 33.3 | 23.8 | 14.0 | .0059 |
| Montezuma | 168,482 | 19,034 | 28.7 | 26.4 | 14.4 | 6.7 | .0065 |
| Montrose | 263,652 | 22,361 | 26.8 | 32.1 | 13.6 | 10.6 | .0088 |
| Morgan | 209,523 | 19,585 | 28.8 | 27.5 | 13.7 | 7.8 | .0078 |
| Otero | 172,602 | 15,938 | 30.5 | 25.3 | 8.7 | 5.5 | .0063 |
| Ouray | 17,450 | 18,500 | 29.3 | 26.0 | 11.3 | 8.6 | .0007 |
| Park | 80,834 | 24,476 | 23.2 | 31.2 | 17.8 | 10.6 | .0020 |
| Phillips | 43,264 | 17,260 | 30.4 | 25.1 | 9.9 | 7.8 | .0014 |
| Pitkin | 176,596 | 26,853 | 25.6 | 27.6 | 15.7 | 18.5 | .0078 |
| Prowers | 126,438 | 17,563 | 27.3 | 25.6 | 10.7 | 7.7 | .0050 |
| Rio Blanco | 81,943 | 32,575 | 17.0 | 26.7 | 25.0 | 20.1 | .0024 |
| Rio Grande | 119,513 | 23,846 | 20.9 | 26.0 | 18.1 | 14.3 | .0038 |
| Routt | 179,093 | 27,163 | 21.5 | 32.8 | 19.8 | 13.8 | .0058 |
| Saguache | 30,365 | 15,696 | 32.8 | 21.9 | 7.9 | 7.3 | .0009 |
| San Juan | 8,348 | 18,067 | 32.0 | 31.9 | 10.0 | 2.0 | .0004 |
| San Miguel | 33,989 | 19,533 | 28.6 | 30.3 | 13.1 | 5.6 | .0011 |
| Sedgwick | 31,861 | 18,157 | 33.9 | 27.9 | 10.0 | 5.5 | .0010 |
| Summit | 174,727 | 29,324 | 20.0 | 31.7 | 20.8 | 17.7 | .0070 |
| Teller | 117,632 | 21,245 | 27.1 | 29.5 | 13.6 | 9.9 | .0039 |
| Washington | 48,382 | 21,465 | 25.7 | 31.3 | 13.6 | 8.6 | .0015 |
| Yuma | 96,883 | 18,191 | 27.9 | 24.5 | 11.8 | 9.7 | .0034 |
| **TOTAL METRO COUNTIES** | **37,703,932** | **28,076** | **20.6** | **27.6** | **19.0** | **18.8** | **1.1618** |
| **TOTAL STATE** | **44,085,675** | **26,775** | **21.6** | **27.6** | **18.3** | **17.3** | **1.3883** |

# Connecticut

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **834.9** | **.3399** | **35.7** | **9.2** | **15.7** | **22.6** | **28.5** | **299.6** | **8,149,446** | **1,466,158** | **767,466** | **951,636** | **458,129** | **1,739,288** | **187,519** |
| Fairfield | 834.9 | .3399 | 35.7 | 9.2 | 15.7 | 22.6 | 28.5 | 299.6 | 8,149,446 | 1,466,158 | 767,466 | 951,636 • | 458,129 | 1,739,288 | 187,519 |
| • Bridgeport | 143.1 | .0583 | [illegible] | 11.8 | 16.8 | 16.4 | 29.4 | [illegible] | [illegible] | 192,747 | 88,413 | 90,450 | 56,642 | 169,167 | 29,420 |
| • Danbury | 65.5 | .0267 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 23.4 | 914,257 | 141,435 | 78,221 | 158,570 | 55,084 | 206,057 | 11,086 |
| Fairfield | 53.8 | .0219 | [illegible] | [illegible] | 13.3 | 21.8 | [illegible] | [illegible] | 644,121 | [illegible] | [illegible] | 71,200 | 40,839 | 147,903 | 16,408 |
| Greenwich | 59.5 | .0242 | 39.9 | [illegible] | [illegible] | 23.9 | [illegible] | [illegible] | [illegible] | 97,764 | 71,584 | [illegible] | [illegible] | 284,975 | 11,759 |
| • Norwalk | 79.2 | .0322 | [illegible] | [illegible] | 18.4 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 74,885 | 122,317 | 60,286 | 206,217 | 6,792 |
| • Stamford | 103.3 | .0421 | [illegible] | 8.8 | 17.5 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 95,968 | 231,230 | 72,938 | 164,729 | 24,948 |
| Stratford | 51.2 | .0208 | [illegible] | 8.4 | 14.8 | [illegible] | 37.2 | [illegible] | [illegible] | [illegible] | [illegible] | 22,638 | [illegible] | 90,000 | 14,091 |
| SUBURBAN TOTAL | 443.8 | .1806 | 37.1 | 8.0 | 13.9 | 25.2 | 28.6 | 152.5 | 4,190,390 | 751,540 | 430,177 | 380,989 | 213,179 | 973,128 | 115,273 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,104.3** | **.4497** | **33.9** | **11.1** | **17.5** | **20.6** | **27.4** | **409.4** | **8,679,548** | **1,658,840** | **904,868** | **936,919** | **437,378** | **1,932,445** | **294,568** |
| Hartford | 838.3 | .3413 | 34.4 | 10.5 | 17.1 | 20.4 | 26.6 | 315.5 | 6,995,418 | 1,280,959 | 734,526 | 765,663 | 369,691 | 1,561,027 | 235,577 |
| • Bristol | [illegible] | .0247 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 194,315 | 17,051 |
| East Hartford | [illegible] | .0208 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 14,400 |
| Enfield | 43.4 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 85,726 | 12,267 |
| • Hartford | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 53,118 | [illegible] | 39,883 |

"We get you the business!"

**with the largest daily and Sunday newspaper circulation in affluent Fairfield County...** a top-50 market, 2nd in the United States in Median Household Effective Buying Income.

**BRIDGEPORT CONNECTICUT POST TELEGRAM**

**LANDON**

# A LOT OF NEW YORK MONEY LIVES IN FAIRFIELD COUNTY.

Any advertiser wanting to hit home with the high end income core of the N.Y. ADI had better zero in on Fairfield County: home of the highest per capita Effective Buying Income and highest average household EBI in the U.S.*

And the FCD Newspaper Network, now with full 3% ADI coverage, is by far the most effective and cost-efficient way to reach it!

If your advertising target is irresistible wealth, call Greg McNally at Landon Associates: (212) 867-1112.

**FCD**

TURN TO **LANDON** FOR RESULTS

At home with irresistible wealth

## METRO & COUNTY TOTALS

| CONN. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| Manchester | 50.3 | .0205 | 34.6 | 9.7 | 18.7 | 19.1 | 30.1 | 19.5 | 550,604 | 116,687 | 45,343 | 69,577 | 19,178 | 149,237 | 12,576 |
| • New Britain | 73.6 | .0300 | 34.3 | 14.1 | 17.7 | 14.9 | 33.8 | 29.9 | 356,883 | 74,018 | 38,507 | 30,218 | 11,414 | 91,292 | 18,005 |
| West Hartford | 60.0 | .0244 | 42.8 | 7.7 | 13.5 | 19.2 | 41.0 | 24.0 | 711,672 | 115,349 | 58,793 | 123,195 | 66,049 | 91,428 | 21,294 |
| Middlesex | 139.3 | .0568 | 34.0 | 10.0 | 18.5 | 21.2 | 27.0 | 52.3 | 1,045,427 | 192,661 | 112,351 | 108,715 | 54,058 | 254,803 | 38,581 |
| • Middletown | 40.1 | .0163 | 32.4 | 14.4 | 18.9 | 15.5 | 26.7 | 15.3 | 327,293 | 59,848 | 34,667 | 54,940 | 19,258 | 68,517 | 15,774 |
| Tolland | 126.7 | .0516 | 30.3 | 16.1 | 19.4 | 21.5 | 19.5 | 41.6 | 638,703 | 185,220 | 57,991 | 62,541 | 13,629 | 116,615 | 20,410 |
| SUBURBAN TOTAL | 790.6 | .3219 | 34.6 | 10.1 | 17.4 | 22.0 | 27.3 | 286.9 | 6,587,116 | 1,314,041 | 627,498 | 711,571 | 323,736 | 1,422,311 | 203,855 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **784.6** | **.3194** | **34.3** | **10.7** | **17.2** | **19.4** | **29.4** | **290.5** | **5,953,486** | **1,181,361** | **594,217** | **717,776** | **306,825** | **1,189,786** | **166,615** |
| New Haven | 784.6 | .3194 | 34.3 | 10.7 | 17.2 | 19.4 | 29.4 | 290.5 | 5,953,486 | 1,181,361 | 594,217 | 717,776 | 306,825 | 1,189,786 | 166,615 |
| Hamden | 52.9 | .0212 | 38.5 | 11.4 | 15.3 | 15.0 | 36.5 | 19.7 | 501,456 | 88,194 | 45,014 | 88,830 | 15,170 | 107,238 | 15,320 |
| • Meriden | 59.6 | .0243 | 33.7 | 10.3 | 18.1 | 18.4 | 29.2 | 22.5 | 394,407 | 56,640 | 27,489 | 37,382 | 24,984 | 100,509 | 12,426 |
| • Milford | 52.0 | .0212 | 33.9 | 9.3 | 18.4 | 20.9 | 27.1 | 18.6 | 542,837 | 99,676 | 62,012 | 45,532 | 53,207 | 115,035 | 9,684 |
| • New Haven | 125.0 | .0509 | 30.8 | 15.7 | 19.5 | 15.3 | 26.3 | 46.1 | 683,203 | 106,502 | 111,848 | 97,960 | 43,896 | 89,009 | 23,334 |
| • Waterbury | 103.2 | .0420 | 35.2 | 10.5 | 15.8 | 17.0 | 33.3 | 39.9 | 930,726 | 199,363 | 73,067 | 143,831 | 36,308 | 136,617 | 24,086 |
| West Haven | 50.4 | .0205 | 34.5 | 13.3 | 19.3 | 18.2 | 28.8 | 21.8 | 512,484 | 73,082 | 42,509 | 32,527 | 12,571 | 67,038 | 9,661 |
| SUBURBAN TOTAL | 445.4 | .1813 | 35.4 | 9.4 | 16.8 | 21.1 | 29.7 | 162.0 | 3,402,313 | 719,180 | 319,801 | 393,071 | 148,430 | 748,616 | 97,085 |
| **NEW LONDON - NORWICH** | **252.4** | **.1027** | **31.5** | **14.1** | **17.9** | **19.4** | **24.3** | **90.1** | **1,919,618** | **368,467** | **194,262** | **152,813** | **97,460** | **504,888** | **44,625** |
| New London | 252.4 | .1027 | 31.5 | 14.1 | 17.9 | 19.4 | 24.3 | 90.1 | 1,919,618 | 368,467 | 194,262 | 152,813 | 97,460 | 504,888 | 44,625 |
| Groton (town) | 47.6 | .0195 | 27.6 | 19.9 | 21.2 | 13.8 | 17.9 | [illegible] | [illegible] | 41,730 | 32,143 | 28,729 | 11,949 | 18,057 | 5,728 |
| • New London | 29.1 | .0118 | 28.9 | 24.0 | 19.7 | 13.5 | 24.[illegible] | [illegible] | [illegible] | [illegible] | 29,370 | 112,683 | 26,080 | 134,138 | 7,852 |

# ADI-2

Covering Vital Areas
In The Hartford–New Haven ADI

*OVER 100,000 CIRCULATION DAILY AND SUNDAY*

Reaching counties not adequately
covered by other New England Dailies

MERIDEN: *Record-Journal* • (203) 235-1661
NEW LONDON: *The Day* • (203) 442-2200
NORWICH: *Norwich Bulletin* • (203) 887-9211

WINDHAM
NEW LONDON
NEW HAVEN

Represented by
Branham Newspaper Sales

4.5 billion

# THE NEW HAVEN MARKET

# $4,500,000,000

in annual retail sales – and growing!

The 508,000 adults who reside in the New Haven Market have an Annual Per Household Effective Buying Income of $41,261, 24% above the national average. To reach this affluent Market, you need the New Haven Register. We deliver 229,900 adult readers daily and 319,500 on Sunday. It would take the combined audience of the next seven best-selling dailies and eight best-selling Sunday newspapers to match the Register's reach. For more information, call Thomas Foley, National Advertising Manager at (203) 562-1121, or Landon Associates.

LANDON

New Haven Register

## CONN. (cont.)

### POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| • Norwich | 38.9 | .0158 | 33.2 | 12.7 | 16.9 | 17.0 | 29.9 | 15.3 | 426,478 | 90,630 | 26,577 | 24,265 | 27,948 | 155,866 | 10,613 |
| SUBURBAN TOTAL | 184.4 | .0751 | 31.5 | 12.7 | 18.4 | 20.8 | 22.8 | 63.8 | 1,122,363 | 244,575 | 138,315 | 75,865 | 43,432 | 214,884 | 26,160 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Litchfield | 167.2 | .0680 | 35.1 | 8.3 | 17.3 | 21.2 | 29.0 | 61.9 | 1,058,714 | 268,915 | 89,534 | 56,830 | 36,765 | 295,349 | 28,035 |
| Windham | 99.1 | .0404 | 32.4 | 11.1 | 17.0 | 19.2 | 26.4 | 35.8 | 549,164 | 126,538 | 55,986 | 26,819 | 21,703 | 138,283 | 20,786 |
| **TOTAL METRO COUNTIES** | **2,976.2** | **1.2117** | **34.2** | **10.7** | **17.0** | **20.7** | **28.0** | **1,089.6** | **24,702,098** | **4,674,826** | **2,460,813** | **2,759,144** | **1,299,792** | **5,366,407** | **693,327** |
| **TOTAL STATE** | **3,242.5** | **1.3201** | **34.2** | **10.6** | **17.0** | **20.7** | **28.0** | **1,187.3** | **26,309,976** | **5,070,279** | **2,606,333** | **2,842,793** | **1,358,260** | **5,800,039** | **742,148** |

## CONN.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **17,938,208** | **42,751** | **12.9** | **18.3** | **16.8** | **42.6** | **.5062** |
| Fairfield | 17,938,208 | 42,751 | 12.9 | 18.3 | 16.8 | 42.6 | .5062 |
| • Bridgeport | 1,952,640 | 26,532 | 20.5 | 24.2 | 17.0 | 20.2 | .0603 |
| • Danbury | 1,132,360 | 38,296 | 16.1 | 20.9 | 19.6 | 35.0 | .0408 |
| Fairfield | 1,196,552 | 49,097 | 11.0 | 16.5 | 17.5 | 49.0 | .0354 |
| Greenwich | 1,852,260 | 54,598 | 10.0 | 15.2 | 14.3 | 54.7 | .0481 |
| • Norwalk | 1,399,038 | 41,376 | 12.9 | 19.8 | 18.1 | 40.2 | .0502 |
| • Stamford | 2,303,746 | 41,833 | 14.0 | 18.8 | 16.2 | 41.8 | .0666 |
| Stratford | 971,466 | 40,818 | 12.9 | 19.6 | 21.5 | 37.4 | .0264 |
| SUBURBAN TOTAL | 10,950,224 | 51,996 | 9.5 | 15.5 | 16.4 | 52.3 | .2883 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **18,586,933** | **35,784** | **15.2** | **23.1** | **20.9** | **30.3** | **.5487** |
| Hartford | 14,225,306 | 35,237 | 15.7 | 23.1 | 20.3 | 30.0 | .4262 |
| • Bristol | 962,140 | 34,105 | 15.7 | 26.7 | 21.7 | 26.7 | .0305 |
| East Hartford | 838,674 | 34,237 | 16.0 | 25.5 | 23.4 | 25.3 | .0282 |
| Enfield | 656,558 | 41,014 | 11.4 | 19.7 | 28.8 | 33.4 | .0226 |
| • Hartford | 1,628,227 | 20,494 | 26.0 | 24.4 | 13.9 | 12.7 | .0535 |
| Manchester | 874,380 | 35,727 | 14.8 | 26.2 | 23.7 | 27.8 | .0284 |
| • New Britain | 1,096,672 | 27,704 | 25.2 | 27.1 | 18.7 | 19.2 | .0300 |
| West Hartford | 1,381,129 | 42,245 | 15.6 | 19.4 | 16.9 | 41.8 | .0403 |
| Middlesex | 2,386,896 | 37,029 | 14.0 | 23.3 | 22.5 | 30.8 | .0689 |
| • Middletown | 610,895 | 31,468 | 17.9 | 25.1 | 18.6 | 25.1 | .0193 |
| Tolland | 1,974,731 | 38,317 | 13.1 | 22.9 | 23.5 | 32.3 | .0536 |
| SUBURBAN TOTAL | 14,279,999 | 39,808 | 12.4 | 22.0 | 22.6 | 35.4 | .4154 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **12,817,123** | **34,288** | **16.1** | **22.6** | **19.8** | **29.2** | **.3796** |
| New Haven | 12,817,123 | 34,288 | 16.1 | 22.6 | 19.8 | 29.2 | .3796 |
| Hamden | 935,612 | 37,149 | 15.4 | 21.6 | 20.8 | 32.3 | .0286 |
| • Meriden | 968,160 | 33,559 | 16.8 | 26.2 | 20.9 | 26.7 | .0273 |
| • Milford | 929,816 | 42,029 | 10.2 | 20.9 | 24.5 | 37.4 | .0293 |
| • New Haven | 1,594,178 | 22,082 | 21.2 | 23.7 | 14.6 | 15.6 | .0483 |
| • Waterbury | 1,410,500 | 27,968 | 20.1 | 23.8 | 17.9 | 20.8 | .0490 |
| West Haven | 608,178 | 33,201 | 17.8 | 24.8 | 21.8 | 24.7 | .0233 |
| SUBURBAN TOTAL | 7,904,479 | 38,821 | 13.5 | 21.9 | 21.0 | 34.7 | .2257 |
| **NEW LONDON - NORWICH** | **3,792,080** | **32,164** | **16.8** | **26.6** | **20.4** | **24.7** | **.1170** |
| New London | 3,792,080 | 32,164 | 16.8 | 26.6 | 20.4 | 24.7 | .1170 |
| Groton (Town) | 675,486 | 32,850 | 18.1 | 31.1 | 19.0 | 23.2 | .0172 |
| • New London | 392,441 | 24,088 | 22.2 | 28.3 | 16.2 | 15.5 | .0157 |
| • Norwich | 531,673 | 27,270 | 20.3 | 27.3 | 18.4 | 17.5 | .0198 |
| SUBURBAN TOTAL | 2,861,916 | 34,799 | 15.0 | 26.4 | 21.6 | 28.1 | .0815 |
| **OTHER COUNTIES** | | | | | | | |
| Litchfield | 2,920,275 | 36,637 | 15.1 | 23.2 | 21.6 | 31.0 | .0797 |
| Windham | 1,324,346 | 29,021 | 19.9 | 26.9 | 20.6 | 19.3 | .0394 |
| **TOTAL METRO COUNTIES** | **53,134,344** | **36,[illegible]4** | **14.9** | **21.9** | **19.6** | **32.9** | **1.5515** |
| **TOTAL STATE** | **57,378,965** | **36,361** | **15.1** | **22.1** | **19.7** | **32.4** | **1.6706** |

# Delaware

S&MM ESTIMATES

### POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WILMINGTON** | **557.1** | **.2267** | **32.4** | **11.5** | **17.4** | **20.6** | **24.9** | **200.0** | **3,779,816** | **710,214** | **297,088** | **514,661** | **213,703** | **885,239** | **106,631** |
| New Castle | 420.1 | .1710 | 32.3 | 12.2 | 17.4 | 20.6 | 24.8 | 151.7 | 3,197,003 | 597,629 | 252,135 | 485,311 | 191,641 | 740,896 | 87,684 |
| • Wilmington | 70.4 | .0287 | 33.1 | 9.7 | 16.5 | 16.5 | 31.6 | 27.8 | 566,244 | 52,548 | 54,128 | 18,502 | 30,321 | 174,274 | 28,103 |
| *Cecil, Md.* | *68.9* | *.0280* | *32.0* | *9.4* | *17.3* | *21.4* | *23.4* | *23.6* | *332,509* | *60,381* | *25,883* | *16,837* | *7,784* | *74,739* | *8,306* |
| *Salem, N.J.* | *68.1* | *.0277* | *33.7* | *9.1* | *16.1* | *19.9* | *28.0* | *24.7* | *250,304* | *52,004* | *19,070* | *12,513* | *14,278* | *69,604* | *10,641* |
| SUBURBAN TOTAL | 486.7 | .1980 | 32.2 | 11.8 | 17.3 | 21.2 | 24.1 | 172.2 | 3,213,472 | 657,656 | 242,960 | 495,829 | 183,482 | 710,965 | 78,528 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Kent | 108.8 | .0443 | 30.3 | 12.7 | 17.6 | 20.8 | 20.9 | 37.4 | 715,103 | 130,082 | 49,061 | 109,097 | 21,406 | 168,147 | 17,154 |
| Sussex | 113.6 | .0463 | 34.9 | 9.5 | 15.8 | 19.1 | 30.1 | 42.0 | 739,891 | 143,764 | 85,777 | 55,115 | 45,036 | 113,071 | 25,278 |
| **TOTAL METRO COUNTIES** | **420.1** | **.1710** | **32.3** | **12.2** | **17.4** | **20.6** | **24.8** | **151.7** | **3,197,003** | **597,629** | **252,135** | **485,311** | **191,641** | **740,896** | **87,684** |
| **TOTAL STATE** | **642.5** | **.2616** | **32.4** | **11.8** | **17.1** | **20.4** | **25.2** | **231.1** | **4,651,997** | **871,475** | **386,973** | **649,523** | **258,083** | **1,022,114** | **130,116** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

## DEL.

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **WILMINGTON** | **8,047,048** | **31,118** | **17.9** | **25.3** | **20.2** | **23.2** | **.2445** |
| New Castle | 6,153,097 | 31,013 | 17.8 | 25.4 | 20.0 | 23.1 | .1924 |
| • Wilmington | 809,786 | 18,666 | 26.0 | 22.5 | 12.9 | 11.7 | .0294 |
| *Cecil, Md.* | *811,494* | *28,517* | *19.9* | *29.6* | *20.2* | *17.1* | *.0248* |
| *Salem, N.J.* | *1,082,457* | *35,727* | *16.6* | *20.5* | *21.7* | *29.3* | *.0273* |
| SUBURBAN TOTAL | 7,237,262 | 32,953 | 16.6 | 25.7 | 21.4 | 25.0 | .2151 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| Kent | 1,249,321 | 24,303 | 24.7 | 27.8 | 18.0 | 13.3 | .0423 |
| Sussex | 1,243,579 | 21,688 | 26.7 | 28.7 | 15.4 | 9.9 | .0429 |
| **TOTAL METRO COUNTIES** | **6,153,097** | **31,013** | **17.8** | **25.4** | **20.0** | **23.1** | **.1924** |
| **TOTAL STATE** | **8,645,997** | **27,834** | **20.5** | **26.5** | **18.8** | **19.1** | **.2776** |

# District of Columbia

S&MM ESTIMATES

POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **WASHINGTON** | **3,624.9** | **1.4760** | **32.0** | **10.9** | **20.7** | **23.5** | **20.4** | **1,356.1** |
| District of Columbia | 623.3 | .2537 | 33.3 | 12.8 | 20.5 | 19.9 | 26.6 | 254.5 |
| • Washington | 623.3 | .2537 | 33.3 | 12.8 | 20.5 | 19.9 | 26.6 | 254.5 |
| *Calvert, Md.* | *45.8* | *.0187* | *37.2* | *8.4* | *18.8* | *21.7* | *21.1* | *15.0* |
| *Charles, Md.* | *93.2* | *.0380* | *29.4* | *9.6* | *18.5* | *24.1* | *15.5* | *28.9* |
| *Frederick, Md.* | *137.2* | *.0559* | *31.6* | *10.2* | *19.4* | *21.8* | *21.6* | *46.5* |
| • *Frederick* | *38.5* | *.0157* | *32.4* | *12.6* | *20.6* | *18.3* | *25.1* | *13.8* |
| *Montgomery, Md.* | *681.8* | *.2775* | *34.2* | *9.2* | *18.6* | *24.2* | *24.2* | *257.4* |
| *Rockville* | *48.9* | *.0199* | *32.5* | *10.0* | *19.2* | *24.8* | *19.7* | *17.0* |
| *Prince George's, Md.* | *685.4* | *.2790* | *30.0* | *13.2* | *20.8* | *22.7* | *16.9* | *243.3* |
| *Alexandria city, Va.* | *112.0* | *.0456* | *32.9* | *11.2* | *28.3* | *20.9* | *23.1* | *55.5* |
| *Alexandria* | *112.0* | *.0456* | *32.9* | *11.2* | *28.3* | *20.9* | *23.1* | *55.5* |
| *Arlington, Va.* | *158.9* | *.0647* | *33.7* | *13.0* | *25.9* | *20.4* | *26.4* | *75.5* |
| • *Arlington* | *158.9* | *.0647* | *33.7* | *13.0* | *25.9* | *20.4* | *26.4* | *75.5* |
| *Fairfax, Va.* | *721.2* | *.2935* | *32.3* | *9.2* | *20.1* | *27.4* | *17.2* | *260.9* |
| *Fairfax city, Va.* | *19.7* | *.0080* | *32.0* | *12.8* | *20.2* | *23.4* | *20.6* | *7.1* |
| *Fairfax* | *19.7* | *.0080* | *32.0* | *12.8* | *20.2* | *23.4* | *20.6* | *7.1* |
| *Falls Church city, Va.* | *9.6* | *.0040* | *37.2* | *8.3* | *21.1* | *22.4* | *31.3* | *4.3* |
| *Falls Church* | *9.6* | *.0040* | *37.2* | *8.3* | *21.1* | *22.4* | *31.3* | *4.3* |
| *Loudoun, Va.* | *73.4* | *.0299* | *31.4* | *7.9* | *20.1* | *25.6* | *16.9* | *24.6* |
| *Manassas city, Va.* | *20.0* | *.0082* | *29.0* | *10.3* | *24.1* | *21.1* | *14.3* | *6.8* |
| *Manassas* | *20.0* | *.0082* | *29.0* | *10.3* | *24.1* | *21.1* | *14.3* | *6.8* |

RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **WASHINGTON** | **29,194,343** | **5,370,306** | **2,937,968** | **3,363,173** | **2,010,220** | **6,773,904** | **1,142,235** |
| District of Columbia | 3,402,683 | 600,941 | 740,111 | 269,727 | 197,852 | 165,962 | 203,113 |
| • Washington | 3,402,683 | 600,941 | 740,111 | 269,727 | 197,852 | 165,962 | 203,113 |
| *Calvert, Md.* | *116,823* | *36,272* | *15,996* | *7,623* | *2,321* | *16,315* | *4,794* |
| *Charles, Md.* | *340,509* | *95,607* | *26,418* | *10,426* | *11,566* | *66,977* | *45,431* |
| *Frederick, Md.* | *824,014* | *185,119* | *67,288* | *91,359* | *34,340* | *186,294* | *18,965* |
| • *Frederick* | *572,835* | *147,648* | *42,727* | *75,005* | *23,800* | *123,663* | *13,576* |
| *Montgomery, Md.* | *6,468,215* | *1,177,331* | *502,057* | *779,976* | *530,122* | *1,664,052* | *206,006* |
| *Rockville* | *788,703* | *142,429* | *69,448* | *44,683* | *97,494* | *226,974* | *16,533* |
| *Prince George's, Md.* | *5,618,104* | *1,027,663* | *491,572* | *636,368* | *307,513* | *1,422,639* | *184,544* |
| *Alexandria city, Va.* | *1,283,362* | *160,027* | *143,136* | *234,181* | *67,082* | *424,996* | *40,721* |
| *Alexandria* | *1,283,362* | *160,027* | *143,136* | *234,181* | *67,082* | *424,996* | *40,721* |
| *Arlington, Va.* | *1,422,350* | *243,754* | *175,786* | *123,691* | *97,932* | *459,143* | *84,004* |
| • *Arlington* | *1,422,350* | *243,754* | *175,786* | *123,691* | *97,932* | *459,143* | *84,004* |
| *Fairfax, Va.* | *6,229,004* | *1,169,986* | *501,429* | *826,209* | *536,019* | *1,388,328* | *223,677* |
| *Fairfax city, Va.* | *944,374* | *99,699* | *74,015* | *166,207* | *91,068* | *297,516* | *39,239* |
| *Fairfax* | *944,374* | *99,699* | *74,015* | *166,207* | *91,068* | *297,516* | *39,239* |
| *Falls Church city, Va.* | *342,401* | *39,547* | *19,519* | *60,759* | *14,632* | *135,558* | *12,205* |
| *Falls Church* | *342,401* | *39,547* | *19,519* | *60,759* | *14,632* | *135,558* | *12,205* |
| *Loudoun, Va.* | *429,038* | *144,425* | *25,747* | *20,733* | *22,966* | *73,007* | *26,091* |
| *Manassas city, Va.* | *329,506* | *69,264* | *20,876* | *17,189* | *9,608* | *137,595* | *6,612* |
| *Manassas* | *329,506* | *69,264* | *20,876* | *17,189* | *9,608* | *137,595* | *6,612* |

The Washington Post
House Votes Civil Rights Legislation
Bill Would Negate High Court Decision

REACH THE PEOPLE WHO CONTROL A TRILLION DOLLARS AND THE FATE OF THE FREE WORLD

While the nation reads about Washington, Washington reads The Washington Post. We deliver over two million of the most important readers in the most affluent market in America. Senators, congressmen, Supreme Court justices, Cabinet members, generals, admirals, purchasing agents and decision makers on every level read and are influenced by The Post. To reach the most influential audience in the world, reach for the phone and dial (212) 350-5051 or (800) 624-2367, ext. 5298.

## D.C. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| *Manassas Park city, Va.* | 7.3 | .0029 | 26.1 | 12.2 | 21.4 | 20.3 | 10.8 | 2.2 | 20,383 | 11,279 | 1,520 | | 1,003 | 3,013 | 1,814 |
| *Manassas Park* | 7.3 | .0029 | 26.1 | 12.2 | 21.4 | 20.3 | 10.8 | 2.2 | 20,383 | 11,279 | 1,520 | | 1,003 | 3,013 | 1,814 |
| *Prince William, Va.* | 182.1 | .0741 | 28.2 | 10.6 | 22.0 | 25.7 | 9.2 | 56.9 | 1,202,042 | 235,432 | 107,874 | 106,253 | 84,707 | 294,881 | 43,397 |
| *Stafford, Va.* | 54.2 | .0221 | 30.2 | 10.0 | 19.4 | 24.5 | 16.1 | 16.5 | 221,535 | 73,960 | 24,624 | 12,472 | 1,489 | 37,628 | 1,622 |
| SUBURBAN TOTAL | 2,808.2 | 1.1436 | 31.6 | 10.4 | 20.3 | 24.5 | 18.6 | 1,012.5 | 23,796,475 | 4,377,963 | 1,979,344 | 2,894,750 | 1,690,636 | 6,025,136 | 841,542 |
| **TOTAL METRO COUNTIES** | **623.3** | **.2537** | **33.3** | **12.8** | **20.5** | **19.9** | **26.6** | **254.5** | **3,402,683** | **600,941** | **740,111** | **269,727** | **197,852** | **165,962** | **203,113** |
| **TOTAL STATE** | **623.3** | **.2537** | **33.3** | **12.8** | **20.5** | **19.9** | **26.6** | **254.5** | **3,402,683** | **600,941** | **740,111** | **269,727** | **197,852** | **165,962** | **203,113** |

## D.C.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **WASHINGTON** | **67,270,780** | **39,355** | **13.2** | **22.1** | **19.2** | **36.9** | **1.9123** |
| District of Columbia | 10,538,992 | 25,704 | 20.6 | 24.6 | 14.5 | 21.7 | .2814 |
| • Washington | 10,538,992 | 25,704 | 20.6 | 24.6 | 14.5 | 21.7 | .2814 |
| *Calvert, Md.* | 567,104 | 33,118 | 16.4 | 25.3 | 21.9 | 24.5 | .0148 |
| *Charles, Md.* | 1,146,297 | 35,697 | 13.7 | 24.5 | 25.7 | 25.7 | .0321 |
| *Frederick, Md.* | 1,812,430 | 33,019 | 17.0 | 26.0 | 22.3 | 24.2 | .0555 |
| • *Frederick* | 469,363 | 27,909 | 20.3 | 27.6 | 19.7 | 18.1 | .0213 |
| *Montgomery, Md.* | 14,726,457 | 47,501 | 10.3 | 19.2 | 17.8 | 47.0 | .4110 |
| *Rockville* | 914,192 | 46,556 | 9.9 | 17.5 | 19.8 | 45.5 | .0336 |
| *Prince George's, Md.* | 11,168,328 | 38,411 | 13.1 | 24.6 | 21.2 | 34.2 | .3393 |
| *Alexandria city, Va.* | 2,728,836 | 37,895 | 12.8 | 25.3 | 19.5 | 34.8 | .0767 |
| *Alexandria* | 2,728,836 | 37,895 | 12.8 | 25.3 | 19.5 | 34.8 | .0767 |
| *Arlington, Va.* | 3,777,535 | 38,332 | 14.0 | 24.2 | 17.6 | 36.8 | .0996 |
| • *Arlington* | 3,777,535 | 38,332 | 14.0 | 24.2 | 17.6 | 36.8 | .0996 |
| *Fairfax, Va.* | 15,261,132 | 50,312 | 8.5 | 17.7 | 19.2 | 50.5 | .4178 |
| *Fairfax city, Va.* | 420,506 | 49,225 | 8.7 | 19.0 | 18.8 | 49.1 | .0265 |
| *Fairfax* | 420,506 | 49,225 | 8.7 | 19.0 | 18.8 | 49.1 | .0265 |
| *Falls Church city, Va.* | 254,469 | 45,442 | 10.4 | 19.6 | 20.5 | 45.2 | .0115 |
| *Falls Church* | 254,469 | 45,442 | 10.4 | 19.6 | 20.5 | 45.2 | .0115 |
| *Loudoun, Va.* | 1,116,078 | 38,111 | 12.8 | 23.2 | 22.6 | 32.6 | .0317 |
| *Manassas city, Va.* | 296,581 | 38,839 | 12.9 | 23.9 | 27.2 | 29.4 | .0126 |
| *Manassas* | 296,581 | 38,839 | 12.9 | 23.9 | 27.2 | 29.4 | .0126 |
| *Manassas Park city, Va.* | 76,493 | 31,574 | 13.0 | 38.6 | 26.4 | 13.6 | .0022 |
| *Manassas Park* | 76,493 | 31,574 | 13.0 | 38.6 | 26.4 | 13.6 | .0022 |
| *Prince William, Va.* | 2,690,335 | 41,637 | 10.6 | 22.3 | 26.6 | 35.4 | .0801 |
| *Stafford, Va.* | 689,207 | 34,991 | 15.7 | 26.0 | 24.7 | 25.4 | .0195 |
| SUBURBAN TOTAL | 52,484,890 | 42,938 | 11.2 | 21.3 | 20.3 | 41.0 | 1.5100 |
| **TOTAL METRO COUNTIES** | **10,538,992** | **25,704** | **20.6** | **24.6** | **14.5** | **21.7** | **.2814** |
| **TOTAL STATE** | **10,538,992** | **25,704** | **20.6** | **24.6** | **14.5** | **21.7** | **.2814** |

# Florida

S&MM ESTIMATES

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **BRADENTON** | **183.2** | **.0746** | **45.4** | **7.4** | **12.7** | **15.2** | **46.1** | **79.1** | **1,376,484** | **285,120** | **138,846** | **151,804** | **79,684** | **386,790** | **55,276** |
| Manatee | 183.2 | .0746 | 45.4 | 7.4 | 12.7 | 15.2 | 46.1 | 79.1 | 1,376,484 | 285,120 | 138,846 | 151,804 | 79,684 | 386,790 | 55,276 |
| • Bradenton | 38.7 | .0158 | 43.1 | 8.2 | 13.5 | 14.2 | 44.5 | 16.4 | 422,926 | 86,966 | 24,528 | 12,927 | 25,191 | 181,538 | 17,457 |
| SUBURBAN TOTAL | 144.5 | .0588 | 46.0 | 7.2 | 12.5 | 15.4 | 46.5 | 62.7 | 953,558 | 198,154 | 114,318 | 138,877 | 54,493 | 205,252 | 37,819 |
| **DAYTONA BEACH** | **335.4** | **.1366** | **41.8** | **9.9** | **13.4** | **16.1** | **41.6** | **142.5** | **2,162,442** | **483,739** | **241,891** | **242,885** | **136,076** | **473,804** | **103,553** |
| Volusia | 335.4 | .1366 | 41.8 | 9.9 | 13.4 | 16.1 | 41.6 | 142.5 | 2,162,442 | 483,739 | 241,891 | 242,885 | 136,076 | 473,804 | 103,553 |
| • Daytona Beach | 61.6 | .0251 | 37.1 | 14.9 | 13.9 | 14.1 | 38.1 | 27.2 | 841,021 | 111,128 | 90,202 | 159,241 | 53,414 | 244,574 | 31,939 |
| SUBURBAN TOTAL | 273.8 | .1115 | 42.6 | 8.8 | 13.3 | 16.6 | 42.3 | 115.3 | 1,321,421 | 372,611 | 151,689 | 83,644 | 82,662 | 229,230 | 71,614 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1,190.3** | **.4846** | **40.7** | **8.2** | **15.5** | **18.0** | **39.6** | **514.3** | **10,067,896** | **1,681,218** | **1,120,678** | **1,037,245** | **773,254** | **2,850,423** | **378,664** |
| Broward | 1,190.3 | .4846 | 40.7 | 8.2 | 15.5 | 18.0 | 39.6 | 514.3 | 10,067,896 | 1,681,218 | 1,120,678 | 1,037,245 | 773,254 | 2,850,423 | 378,664 |
| • Fort Lauderdale | 155.3 | .0632 | 38.6 | 10.1 | 13.9 | 18.1 | 36.6 | 72.8 | 2,462,314 | 259,134 | 339,040 | 165,325 | 162,225 | 976,253 | 69,167 |
| • Hollywood | 127.0 | .0517 | 44.1 | 7.8 | 13.2 | 18.1 | 43.4 | 56.5 | 1,491,521 | 202,798 | 110,790 | 222,808 | 122,849 | 503,059 | 54,150 |
| Plantation | 57.0 | .0232 | 37.7 | 7.5 | 13.7 | 26.3 | 29.1 | 20.8 | 737,518 | 117,032 | 58,899 | 207,688 | 33,694 | 136,855 | 17,080 |
| • Pompano Beach | 69.2 | .0282 | 51.4 | 8.0 | 12.2 | 15.2 | 51.3 | 33.9 | 920,090 | 99,144 | 49,165 | 120,095 | 75,492 | 335,235 | 38,466 |
| SUBURBAN TOTAL | 838.8 | .3415 | 40.0 | 8.0 | 15.6 | 18.2 | 38.6 | 351.1 | 5,193,971 | 1,120,142 | 621,683 | 529,017 | 412,688 | 1,035,876 | 216,881 |
| **FORT MYERS - CAPE CORAL** | **294.6** | **.1200** | **42.8** | **7.7** | **13.3** | **16.4** | **42.8** | **125.7** | **2,076,042** | **445,686** | **191,913** | **240,099** | **176,505** | **455,254** | **87,597** |
| Lee | 294.6 | .1200 | 42.8 | 7.7 | 13.3 | 16.4 | 42.8 | 125.7 | 2,076,042 | 445,686 | 191,913 | 240,099 | 176,505 | 455,254 | 87,597 |
| • Cape Coral | 53.0 | .0216 | 49.9 | 5.7 | 11.3 | 16.4 | 50.0 | 22.9 | 210,758 | 66,686 | 15,459 | 14,811 | 19,221 | 10,813 | 15,195 |
| • Fort Myers | 43.3 | .0176 | 33.6 | 11.3 | 15.8 | 16.8 | 31.0 | 18.2 | 1,029,721 | 179,630 | 67,981 | 161,866 | 76,545 | 317,660 | 33,500 |
| SUBURBAN TOTAL | 198.3 | .0808 | 43.4 | 7.4 | 13.3 | 16.4 | 43.5 | 84.6 | 835,563 | 199,370 | 108,473 | 63,422 | 80,739 | 126,781 | 38,902 |
| **FORT PIERCE** | **220.5** | **.0898** | **39.5** | **8.6** | **14.2** | **16.8** | **38.7** | **89.8** | **1,500,219** | **337,934** | **103,803** | **135,212** | **105,842** | **397,511** | **53,281** |
| Martin | 90.8 | .0370 | 43.9 | 8.0 | 12.9 | 16.5 | 44.1 | 38.1 | 603,066 | 132,200 | 41,572 | 53,767 | 46,346 | 148,988 | 19,181 |
| St. Lucie | 129.7 | .0528 | 36.5 | 9.0 | 15.1 | 17.1 | 34.8 | 51.7 | 897,153 | 205,734 | 62,231 | 81,445 | 59,496 | 248,523 | 34,100 |
| • Fort Pierce | 40.1 | .0163 | 34.2 | 10.7 | 14.3 | 16.6 | 32.3 | 16.2 | 687,709 | 138,342 | 51,688 | 68,554 | 44,726 | 231,467 | 21,654 |
| SUBURBAN TOTAL | 180.4 | .0735 | 40.6 | 8.1 | 14.2 | 16.8 | 40.1 | 73.6 | 812,510 | 199,592 | 52,115 | 66,658 | 61,116 | 166,044 | 31,627 |
| **FORT WALTON BEACH** | **150.2** | **.0611** | **30.0** | **13.7** | **18.0** | **23.2** | **17.8** | **54.6** | **1,018,085** | **179,288** | **107,788** | **148,001** | **71,489** | **239,547** | **30,584** |

**FLA.** (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Okaloosa | 150.2 | .0611 | 30.0 | 13.7 | 18.0 | 23.2 | 17.8 | 54.6 | 1,018,085 | 179,288 | 107,788 | 148,001 | 71,489 | 239,547 | 30,584 |
| • Fort Walton Beach | 24.9 | .0101 | 33.3 | 11.3 | 14.7 | 25.8 | 21.7 | 9.1 | 493,347 | 69,137 | 52,601 | 47,388 | 39,959 | 170,456 | 8,185 |
| SUBURBAN TOTAL | 125.3 | .0510 | 29.5 | 14.2 | 18.4 | 22.7 | 17.2 | 45.5 | 524,738 | 110,151 | 55,187 | 100,613 | 31,530 | 69,091 | 22,399 |
| **GAINESVILLE** | **204.1** | **.0831** | **28.1** | **20.9** | **21.5** | **17.0** | **18.2** | **77.1** | **1,309,630** | **309,167** | **136,041** | **170,564** | **60,412** | **286,470** | **32,455** |
| Alachua | 180.4 | .0735 | 27.6 | 22.4 | 21.9 | 16.5 | 17.3 | 69.5 | 1,208,239 | 274,847 | 128,667 | 163,201 | 53,239 | 269,989 | 28,360 |
| • Gainesville | 86.1 | .0351 | 26.7 | 26.2 | 21.8 | 14.9 | 16.9 | 32.1 | 818,624 | 184,956 | 78,017 | 72,844 | 38,003 | 247,604 | 18,218 |
| Bradford | 23.7 | .0096 | 32.9 | 9.6 | 18.4 | 21.1 | 25.1 | 7.6 | 101,391 | 34,320 | 7,374 | 7,363 | 7,173 | 16,481 | 4,095 |
| SUBURBAN TOTAL | 118.0 | .0480 | 29.2 | 17.0 | 21.2 | 18.6 | 19.1 | 45.0 | 491,006 | 124,211 | 58,024 | 97,720 | 22,409 | 38,866 | 14,237 |
| **JACKSONVILLE** | **890.1** | **.3624** | **31.7** | **11.4** | **18.1** | **20.1** | **23.9** | **338.9** | **5,505,484** | **984,181** | **538,566** | **573,785** | **284,026** | **1,429,465** | **218,665** |
| Clay | 97.3 | .0396 | 31.4 | 8.3 | 17.6 | 25.3 | 18.3 | 32.9 | 433,567 | 70,347 | 38,969 | 95,542 | 22,726 | 90,087 | 8,547 |
| Duval | 670.9 | .2731 | 31.3 | 12.2 | 18.8 | 19.3 | 23.9 | 260.3 | 4,483,795 | 783,907 | 423,355 | 428,812 | 242,372 | 1,216,373 | 188,871 |
| • Jacksonville | 634.6 | .2584 | 31.2 | 12.3 | 18.6 | 19.2 | 23.8 | 244.9 | 4,225,892 | 712,528 | 385,120 | 415,537 | 234,189 | 1,170,710 | 174,973 |
| Nassau | 44.0 | .0179 | 31.1 | 9.5 | 17.2 | 22.4 | 20.9 | 15.3 | 206,335 | 47,929 | 21,505 | 18,042 | 5,451 | 30,220 | 5,599 |
| St. Johns | 77.9 | .0318 | 35.9 | 9.4 | 15.5 | 19.0 | 32.2 | 30.4 | 381,787 | 81,998 | 54,737 | 31,389 | 13,477 | 92,785 | 15,648 |
| SUBURBAN TOTAL | 255.5 | .1040 | 32.8 | 9.4 | 17.2 | 22.1 | 24.0 | 94.0 | 1,279,592 | 271,653 | 153,446 | 158,248 | 49,837 | 258,755 | 43,692 |
| **LAKELAND - WINTER HAVEN** | **390.6** | **.1590** | **34.8** | **10.1** | **15.6** | **19.5** | **30.1** | **146.4** | **2,224,231** | **556,102** | **186,582** | **264,719** | **79,946** | **578,098** | **71,402** |
| Polk | 390.6 | .1590 | 34.8 | 10.1 | 15.6 | 19.5 | 30.1 | 146.4 | 2,224,231 | 556,102 | 186,582 | 264,719 | 79,946 | 578,098 | 71,402 |
| • Lakeland | 71.7 | .0292 | 36.2 | 12.6 | 15.4 | 16.1 | 38.2 | 30.7 | 938,831 | 190,679 | 79,890 | 144,635 | 29,743 | 272,701 | 25,881 |
| • Winter Haven | 24.2 | .0099 | 39.3 | 9.6 | 14.4 | 17.1 | 38.1 | 10.6 | 439,412 | 93,776 | 42,879 | 71,333 | 16,303 | 115,520 | 15,376 |
| SUBURBAN TOTAL | 294.7 | .1199 | 34.2 | 9.5 | 15.9 | 20.5 | 28.2 | 105.1 | 845,988 | 271,645 | 63,813 | 48,751 | 33,900 | 189,877 | 30,145 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **377.6** | **.1538** | **36.8** | **10.5** | **14.4** | **21.5** | **31.1** | **152.1** | **2,282,870** | **431,503** | **209,753** | **325,353** | **109,730** | **599,162** | **139,786** |
| Brevard | 377.6 | .1538 | 36.8 | 10.5 | 14.4 | 21.5 | 31.1 | 152.1 | 2,282,870 | 431,503 | 209,753 | 325,353 | 109,730 | 599,162 | 139,786 |
| • Melbourne | 60.4 | .0246 | 36.7 | 12.7 | 14.7 | 19.3 | 31.9 | 24.1 | 716,139 | 125,356 | 60,215 | 114,395 | 33,041 | 243,201 | 21,009 |
| • Palm Bay | 46.0 | .0187 | 34.4 | 10.5 | 18.9 | 18.1 | 30.5 | 18.8 | 143,700 | 36,015 | 13,905 | 16,937 | 7,082 | 4,409 | 35,501 |
| • Titusville | 43.5 | .0177 | 37.8 | 9.7 | 12.6 | 22.7 | 31.3 | 17.2 | 292,630 | 70,670 | 28,732 | 46,289 | 8,766 | 61,951 | 16,582 |
| SUBURBAN TOTAL | 227.7 | .0928 | 37.2 | 10.2 | 13.9 | 22.6 | 30.9 | 91.4 | 1,131,381 | 199,262 | 116,901 | 147,732 | 60,841 | 289,601 | 66,694 |
| **MIAMI - HIALEAH** | **1,818.2** | **.7402** | **37.1** | **9.6** | **15.8** | **20.9** | **32.2** | **695.6** | **14,751,212** | **2,465,252** | **1,335,132** | **1,593,573** | **779,572** | **3,842,765** | **687,687** |
| Dade | 1,818.2 | .7402 | 37.1 | 9.6 | 15.8 | 20.9 | 32.2 | 695.6 | 14,751,212 | 2,465,252 | 1,335,132 | 1,593,573 | 779,572 | 3,842,765 | 687,687 |
| Coral Gables | 43.0 | .0175 | 38.7 | 16.1 | 14.6 | 19.8 | [illegible] | 18.5 | 519,178 | 62,704 | 48,227 | 13,947 | 32,693 | 193,110 | 16,905 |
| • Hialeah | 170.2 | .0693 | 38.2 | 10.3 | 12.5 | 24.5 | 30.6 | 58.1 | 1,572,828 | 279,686 | 86,089 | 259,104 | 70,605 | 202,057 | 71,543 |
| • Miami | 364.9 | [illegible] | [illegible] | 9.3 | 16.6 | [illegible] | 35.6 | [illegible] | 4,074,330 | 528,923 | 360,216 | 381,879 | 251,276 | 1,173,770 | 175,718 |

# Jacksonville

## FLORIDA'S NEW GROWTH CENTER

Jacksonville is the heart of Florida's First Coast area, and the dominant economic force in North Florida and South Georgia. To reach part or all of this prosperous region, you need The Florida Times-Union and Jacksonville Journal, the newspapers with the largest daily and Sunday circulation.

GEORGIA
FLORIDA
FLORIDA'S FIRST COAST

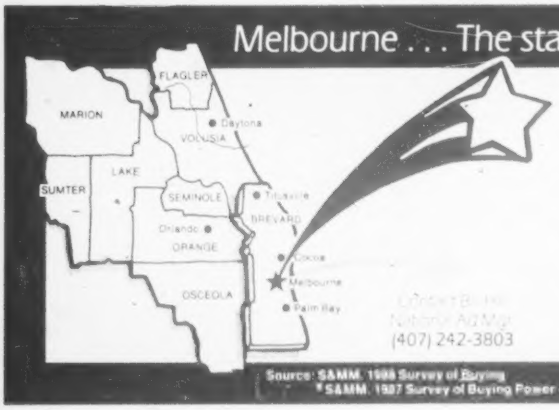
The Florida Times-Union

JACKSONVILLE JOURNAL

Represented by Branham (212)490-1200

| **FLA.** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| ● Miami Beach | 97.5 | .0397 | 65.9 | 4.2 | 7.6 | 11.4 | 69.4 | 57.5 | 547,124 | 122,378 | 89,262 | 30,464 | 13,231 | 47,047 | 65,275 |
| North Miami | 44.3 | .0180 | 41.7 | 9.5 | 17.5 | 17.9 | 40.7 | 20.8 | 430,246 | 115,153 | 45,037 | 2,143 | 35,199 | 95,984 | 28,625 |
| SUBURBAN TOTAL | 1,163.6 | .4737 | 34.6 | 10.0 | 17.3 | 21.1 | 28.2 | 427.7 | 8,757,233 | 1,534,263 | 799,565 | 922,126 | 444,460 | 2,419,891 | 375,151 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,008.5*** | ***1.2248*** | ***38.4*** | ***9.1*** | ***15.6*** | ***19.8*** | ***35.1*** | ***1,209.9*** | ***24,819,108*** | ***4,146,470*** | ***2,455,810*** | ***2,630,818*** | ***1,552,826*** | ***6,693,188*** | ***1,066,351*** |
| **NAPLES** | **127.9** | **.0520** | **40.1** | **8.3** | **14.2** | **17.8** | **38.9** | **53.9** | **1,170,011** | **256,946** | **117,129** | **89,930** | **117,712** | **250,738** | **39,955** |
| Collier | 127.9 | .0520 | 40.1 | 8.3 | 14.2 | 17.8 | 38.9 | 53.9 | 1,170,011 | 256,946 | 117,129 | 89,930 | 117,712 | 250,738 | 39,955 |
| ● Naples | 21.1 | .0086 | 57.8 | 5.2 | 8.2 | 14.6 | 59.8 | 10.3 | 673,508 | 162,050 | 72,640 | 73,520 | 68,057 | 105,072 | 25,742 |
| SUBURBAN TOTAL | 106.8 | .0434 | 37.3 | 8.9 | 15.4 | 18.4 | 34.8 | 43.6 | 496,503 | 94,896 | 44,489 | 16,410 | 49,655 | 145,666 | 14,213 |
| **OCALA** | **179.3** | **.0730** | **38.3** | **8.1** | **14.0** | **18.2** | **36.1** | **70.5** | **1,230,842** | **261,484** | **84,189** | **150,749** | **71,348** | **249,821** | **49,314** |
| Marion | 179.3 | .0730 | 38.3 | 8.1 | 14.0 | 18.2 | 36.1 | 70.5 | 1,230,842 | 261,484 | 84,189 | 150,749 | 71,348 | 249,821 | 49,314 |
| ● Ocala | 47.8 | .0195 | 34.9 | 9.3 | 14.1 | 18.4 | 31.5 | 18.5 | 915,757 | 159,578 | 64,518 | 133,417 | 59,663 | 203,167 | 34,467 |
| SUBURBAN TOTAL | 131.5 | .0535 | 39.6 | 7.7 | 13.9 | 18.2 | 37.7 | 52.0 | 315,085 | 101,906 | 19,671 | 17,332 | 11,685 | 46,654 | 14,847 |
| **ORLANDO** | **959.0** | **.3903** | **33.0** | **11.6** | **17.3** | **20.4** | **26.1** | **365.9** | **7,210,402** | **1,385,943** | **805,251** | **838,668** | **321,637** | **1,995,974** | **190,112** |
| Orange | 610.5 | .2485 | 32.3 | 13.1 | 17.6 | 19.5 | 25.6 | 235.2 | 4,895,132 | 928,401 | 554,344 | 528,842 | 183,964 | 1,459,498 | 128,092 |
| ● Orlando | 156.7 | .0638 | 31.5 | 16.6 | 17.8 | 16.4 | 27.3 | 61.9 | 2,017,785 | 285,456 | 216,466 | 287,065 | 84,735 | 687,858 | 42,535 |
| Osceola | 90.7 | .0369 | 37.4 | 9.1 | 14.3 | 18.8 | 34.5 | 35.4 | 712,474 | 156,227 | 105,861 | 56,967 | 25,996 | 192,912 | 21,836 |
| Seminole | 257.8 | .1049 | 33.4 | 8.8 | 17.6 | 22.9 | 24.3 | 95.3 | 1,602,796 | 301,315 | 145,046 | 252,859 | 111,677 | 343,564 | 40,184 |
| SUBURBAN TOTAL | 802.3 | .3265 | 33.3 | 10.6 | 17.1 | 21.2 | 25.9 | 304.0 | 5,192,617 | 1,100,487 | 588,785 | 551,603 | 236,902 | 1,308,116 | 147,577 |
| **PANAMA CITY** | **129.0** | **.0525** | **32.1** | **11.4** | **17.1** | **21.0** | **24.0** | **49.3** | **848,281** | **129,252** | **110,568** | **113,731** | **44,655** | **231,289** | **28,631** |
| Bay | 129.0 | .0525 | 32.1 | 11.4 | 17.1 | 21.0 | 24.0 | 49.3 | 848,281 | 129,252 | 110,568 | 113,731 | 44,655 | 231,289 | 28,631 |
| ● Panama City | 37.6 | .0153 | 33.7 | 10.8 | 16.2 | 17.7 | 30.1 | 15.5 | 562,329 | 63,198 | 48,348 | 83,940 | 32,973 | 190,457 | 18,328 |
| SUBURBAN TOTAL | 91.4 | .0372 | 31.5 | 11.6 | 17.4 | 22.3 | 21.5 | 33.8 | 285,952 | 66,054 | 62,220 | 29,791 | 11,682 | 40,832 | 10,303 |
| **PENSACOLA** | **349.6** | **.1423** | **31.2** | **12.3** | **17.5** | **20.7** | **22.7** | **128.6** | **2,009,385** | **408,565** | **191,839** | **332,464** | **109,274** | **497,312** | **57,127** |
| Escambia | 281.0 | .1144 | 31.3 | 12.6 | 17.4 | 20.3 | 23.3 | 104.1 | 1,744,736 | 334,138 | 170,474 | 301,762 | 97,640 | 443,139 | 44,460 |
| ● Pensacola | 66.6 | .0271 | 34.5 | 10.2 | 14.2 | 19.0 | 30.2 | 26.6 | 600,617 | 74,436 | 55,397 | 72,208 | 31,169 | 257,642 | 14,913 |
| Santa Rosa | 68.6 | .0279 | 30.9 | 11.3 | 17.4 | 22.7 | 20.1 | 24.5 | 264,649 | 74,427 | 21,365 | 30,702 | 11,634 | 54,173 | 12,667 |
| SUBURBAN TOTAL | 283.0 | .1152 | 30.5 | 12.8 | 17.7 | 21.1 | 21.0 | 102.0 | 1,408,768 | 334,129 | 136,442 | 260,256 | 78,105 | 239,670 | 42,214 |
| **SARASOTA** | **255.7** | **.1041** | **51.1** | **6.7** | **11.7** | **15.1** | **51.1** | **115.7** | **2,200,868** | **418,691** | **219,241** | **245,509** | **204,157** | **517,105** | **95,520** |
| Sarasota | 255.7 | .1041 | 51.1 | 6.7 | 11.7 | 15.1 | 51.1 | 115.7 | 2,200,868 | 418,691 | 219,241 | 245,509 | 204,157 | 517,105 | 95,520 |
| ● Sarasota | 54.1 | .0220 | 43.5 | 9.9 | 14.3 | 14.9 | 44.2 | 24.6 | 804,447 | 145,865 | 105,715 | 78,061 | 67,667 | 138,982 | 43,596 |
| SUBURBAN TOTAL | 201.6 | .0821 | 53.2 | 5.9 | 11.1 | 15.1 | 52.8 | 91.1 | 1,396,421 | 272,826 | 113,526 | 167,448 | 136,490 | 378,123 | 51,924 |

Melbourne . . . The star of the Orlando-Daytona-Melbourne ADI.



Here's why:

- ★ MELBOURNE is an integral part of the 28th largest ADI and is located in Brevard County, the 8th fastest growing MSA.*
- ★ MELBOURNE is second in the ADI with an up-scale, well-educated market showing an impressive total effective buying income of over $4.5 billion.
- ★ MELBOURNE'S retail sales of over 2.2 billion are ranked second in the ADI.
- ★ MELBOURNE is a growing manufacturing center with more than 15 Fortune 500 companies represented.

Contact [illegible]
National Ad Mgr.
(407) 242-3803

FLORIDA TODAY

Source: S&MM, 1988 Survey of Buying
* S&MM, 1987 Survey of Buying Power - Part II

Represented Nationally by Gannett National Newspaper Sales
Represented in Florida by Publisher Representative of Florida

A WORLD CLASS CITY. WORLD CLASS NEWSPAPERS.

Market of the Americas. City of the Future.
Miami is one of the world's most exciting, influential cities.
And a world-class city deserves nothing less than truly world-class newspapers.
The Miami Herald. Rated one of the nation's top ten newspapers by Time Magazine. An 11-time Pulitzer Prize winner. And its Spanish-language publication, El Nuevo Herald. The largest-circulation Spanish daily in the continental United States.
The Miami News. Winner of five Pulitzer Prizes. Miami's oldest daily newspaper.
Together, they cover this diverse and colorful top 20 market with style, intensity and a firm commitment to excellence. To know South Florida- or to reach it- you need The Miami Herald/News.

The Miami Herald • El Nuevo Herald • The Miami News

| FLA. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** **County** City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **TALLAHASSEE** | **222.9** | **.0907** | **28.7** | **17.3** | **20.3** | **18.2** | **19.1** | **83.2** | **1,360,471** | **269,600** | **142,659** | **236,834** | **95,007** | **235,741** | **36,892** |
| Gadsden | 46.2 | .0188 | 30.6 | 10.0 | 15.5 | 17.4 | 25.8 | 14.7 | 120,633 | 35,497 | 6,343 | 10,573 | 5,274 | 25,058 | 4,608 |
| Leon | 176.7 | .0719 | 28.4 | 19.2 | 21.8 | 18.3 | 17.3 | 68.5 | 1,239,838 | 234,103 | 136,316 | 226,261 | 89,733 | 210,683 | 32,284 |
| • Tallahassee | 125.0 | .0509 | 27.2 | 25.5 | 21.1 | 15.1 | 18.6 | 49.4 | 1,035,261 | 186,258 | 121,269 | 219,565 | 72,777 | 156,821 | 22,824 |
| SUBURBAN TOTAL | 97.9 | .0398 | 30.8 | 6.8 | 19.6 | 22.1 | 19.7 | 33.8 | 325,210 | 83,342 | 21,390 | 17,269 | 22,230 | 78,920 | 14,068 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **1,979.3** | **.8058** | **40.5** | **8.7** | **14.4** | **17.3** | **39.6** | **838.9** | **13,442,895** | **2,903,609** | **1,339,987** | **1,760,542** | **874,143** | **3,132,782** | **461,185** |
| Hernando | 81.0 | .0330 | 48.5 | 6.3 | 10.4 | 15.8 | 48.6 | 33.8 | 303,327 | 100,149 | 18,920 | 26,646 | 16,603 | 58,242 | 16,635 |
| Hillsborough | 805.8 | .3280 | 32.9 | 11.3 | 17.8 | 20.2 | 26.1 | 314.3 | 5,796,855 | 1,233,815 | 544,927 | 765,755 | 361,457 | 1,394,152 | 187,169 |
| • Tampa | 294.4 | .1199 | 34.6 | 11.2 | 16.6 | 17.9 | 31.5 | 122.0 | 3,146,648 | 502,278 | 315,388 | 405,036 | 217,173 | 879,019 | 97,801 |
| Pasco | 256.2 | .1043 | 54.1 | 6.0 | 10.1 | 13.8 | 53.7 | 112.2 | 1,350,119 | 339,545 | 104,687 | 157,253 | 65,264 | 282,598 | 57,852 |
| Pinellas | 836.3 | .3405 | 47.0 | 7.4 | 12.9 | 15.6 | 47.3 | 378.6 | 5,992,594 | 1,230,100 | 671,453 | 810,888 | 430,819 | 1,397,790 | 199,529 |
| • Clearwater | 101.6 | .0414 | 45.1 | 8.1 | 13.6 | 16.4 | 45.4 | 45.8 | 1,616,937 | 205,434 | 167,125 | 280,739 | 122,139 | 517,377 | 41,093 |
| Largo | 66.0 | .0269 | 49.0 | 7.8 | 13.2 | 14.7 | 49.2 | 31.1 | 397,044 | 133,787 | 32,798 | 34,369 | 39,544 | 44,165 | 17,754 |
| • St. Petersburg | 243.4 | .0991 | 43.8 | 8.4 | 13.8 | 15.6 | 44.1 | 108.7 | 1,698,829 | 354,035 | 159,247 | 293,398 | 98,203 | 375,142 | 53,531 |
| SUBURBAN TOTAL | 1,339.9 | .5454 | 40.9 | 8.3 | 14.1 | 17.6 | 40.0 | 562.4 | 6,980,481 | 1,841,859 | 698,227 | 781,369 | 436,628 | 1,361,244 | 268,760 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **804.0** | **.3274** | **41.7** | **8.1** | **14.5** | **17.0** | **41.4** | **346.0** | **6,593,307** | **1,282,853** | **664,612** | **773,217** | **535,034** | **1,581,840** | **245,185** |
| Palm Beach | 804.0 | .3274 | 41.7 | 8.1 | 14.5 | 17.0 | 41.4 | 346.0 | 6,593,307 | 1,282,853 | 664,612 | 773,217 | 535,034 | 1,581,840 | 245,185 |
| • Boca Raton | 62.0 | .0252 | 43.3 | 9.0 | 12.7 | 19.6 | 42.3 | 26.9 | 663,634 | 141,117 | 100,897 | 49,428 | 91,456 | 25,630 | 38,378 |
| • Delray Beach | 48.5 | .0197 | 49.7 | 7.3 | 12.3 | 14.0 | 49.8 | 22.1 | 766,939 | 99,113 | 51,066 | 26,297 | 33,958 | 426,285 | 15,918 |
| • West Palm Beach | 73.1 | .0298 | 38.5 | 10.3 | 16.2 | 16.9 | 37.4 | 32.5 | 1,317,154 | 130,100 | 98,192 | 268,921 | 122,951 | 463,734 | 32,128 |
| SUBURBAN TOTAL | 620.4 | .2527 | 41.5 | 7.9 | 14.6 | 17.0 | 41.1 | 264.5 | 3,845,580 | 912,523 | 414,457 | 428,571 | 286,669 | 666,191 | 158,761 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 18.9 | .0077 | 29.9 | 11.0 | 16.8 | 21.1 | 20.3 | 5.5 | 37,003 | 13,615 | 2,735 | 2,048 | 1,633 | 4,772 | 1,574 |
| Calhoun | 10.0 | .0040 | 35.3 | 8.3 | 13.7 | 19.0 | 31.3 | 3.4 | 37,412 | 11,282 | 998 | 2,090 | 875 | 11,448 | 1,950 |
| Charlotte | 89.5 | .0365 | 57.5 | 5.1 | 8.8 | 12.8 | 59.3 | 40.8 | 511,346 | 127,444 | 39,497 | 26,637 | 40,833 | 127,860 | 23,498 |
| Citrus | 85.7 | .0349 | 53.3 | 5.6 | 9.7 | 14.7 | 53.2 | 37.2 | 377,758 | 104,377 | 21,046 | 27,034 | 16,282 | 80,681 | 16,105 |
| Columbia | 41.9 | .0171 | 31.9 | 10.2 | 16.0 | 20.5 | 24.6 | 15.1 | 267,136 | 67,248 | 24,548 | 21,427 | 11,324 | 56,718 | 10,182 |
| De Soto | 22.7 | .0093 | 35.5 | 10.2 | 14.4 | 18.4 | 32.3 | 8.0 | 126,843 | 35,157 | 8,924 | 22,992 | 3,259 | 17,869 | 6,097 |
| Dixie | 9.3 | .0038 | 34.6 | 8.7 | 15.5 | 20.7 | 28.7 | 3.3 | 37,711 | 11,887 | 2,237 | 4,093 | 617 | 5,850 | 943 |
| Flagler | 19.3 | .0079 | 43.1 | 7.4 | 12.7 | 15.5 | 43.7 | 8.5 | 50,298 | 17,572 | 3,928 | 332 | 1,894 | 13,861 | 385 |
| Franklin | 8.4 | .0034 | 35.1 | 8.7 | 13.3 | 19.7 | 30.5 | 3.1 | 29,236 | 9,950 | 3,777 | 1,211 | 322 | 2,841 | 948 |
| Gilchrist | 7.3 | .0030 | 32.4 | 13.0 | 12.3 | 20.9 | 25.9 | 2.5 | 14,761 | 5,854 | 1,874 | 920 | 101 | 267 | 493 |
| Glades | 7.3 | .0030 | 37.7 | 7.8 | 12.8 | 18.5 | 34.9 | 2.7 | 10,096 | 5,840 | 1,135 | 990 | 214 | 230 | 128 |
| Gulf | 11.3 | .0046 | 33.5 | 10.5 | 13.8 | 20.3 | 27.5 | 4.0 | 31,822 | 12,915 | 1,800 | 2,240 | 2,070 | 3,717 | 1,792 |
| Hamilton | 9.3 | .0037 | 31.9 | 9.0 | 15.1 | 16.4 | 28.8 | 3.2 | 40,395 | 13,373 | 2,040 | 781 | 963 | 3,773 | 1,013 |
| Hardee | 21.8 | .0089 | 31.3 | 9.4 | 15.6 | 18.0 | 26.3 | 7.4 | 103,499 | 37,432 | 2,919 | 6,241 | 2,674 | 14,536 | 7,801 |
| Hendry | 23.9 | .0097 | 30.5 | 9.4 | 15.8 | 20.5 | 22.3 | 8.0 | 137,985 | 49,223 | 9,802 | 8,555 | 2,595 | 34,960 | 3,673 |
| Highlands | 62.5 | .0255 | 45.8 | 7.5 | 11.3 | 15.2 | 46.3 | 26.6 | 309,827 | 89,526 | 25,396 | 20,300 | 20,296 | 73,070 | 18,691 |
| Holmes | 16.5 | .0067 | 35.8 | 8.5 | 13.5 | 20.6 | 30.7 | 6.2 | 39,090 | 12,420 | 6,025 | 1,720 | 1,417 | 7,738 | 1,188 |
| Indian River | 84.4 | .0344 | 41.3 | 8.3 | 13.3 | 17.3 | 40.5 | 35.1 | 541,210 | 129,608 | 50,794 | 49,584 | 39,372 | 99,045 | 33,620 |
| Jackson | 42.7 | .0174 | 33.3 | 11.1 | 14.6 | 18.5 | 29.0 | 14.9 | 173,803 | 38,960 | 7,516 | 14,703 | 5,208 | 55,609 | 7,417 |
| Jefferson | 11.7 | .0048 | 31.6 | 9.2 | 15.6 | 16.8 | 27.9 | 4.0 | 41,431 | 17,937 | 927 | 5,074 | 1,481 | 3,086 | 1,716 |
| Lafayette | 4.7 | .0019 | 33.5 | 9.3 | 15.4 | 18.7 | 29.0 | 1.5 | 8,797 | 3,584 | 512 | | 428 | 774 | 180 |

A RICH BEACH ISN'T ALL WE REACH.

MOSTLY SUNNY
WEATHER, 2A
ANOTHER RECORD BUSINESS SEASON
FORECASTS EXCELLENT
BUSINESS SECTION, 1F
GATORS NAMED NUMBER ONE
COACH ECSTATIC
SPORTS, 1C
The Palm Beach Post
25 CENTS
FINAL EDITION

*Once upon a time, Palm Beach was a private playground for the rich and famous. Now it's a big, booming market of 798,000 upscale consumers. Last year, they spent over $6 billion,* and it wasn't just for champagne and polo ponies.*

*Only one paper reaches Palm Beach County and the Treasure Coast. It's Florida's fastest-growing major daily,** read by more people from Vero Beach to Boca Raton than all the others combined. The Palm Beach Post. You simply can't cover South Florida without it.*

*For the real Palm Beach story, call John Drotar at The Palm Beach Post, (407) 837-4277. Represented nationally by Sawyer-Ferguson-Walker Co.*

** ABC FAS-FAX Circulation Averages for Six Months ending 3/31/87 and 3/31/88, subject to audit, for newspapers with a combined daily circulation of 100,000 or more on 3/31/87*

**FLA.** (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lake | 139.4 | .0567 | 44.3 | 7.0 | 11.7 | 16.6 | 44.5 | 58.7 | 835,009 | 188,687 | 58,121 | 87,192 | 48,620 | 231,361 | 32,824 |
| Levy | 25.1 | .0102 | 37.1 | 8.1 | 14.0 | 18.6 | 34.2 | 9.5 | 78,579 | 30,534 | 6,718 | 3,538 | 2,876 | 11,792 | 4,273 |
| Liberty | 4.6 | .0019 | 33.8 | 10.0 | 14.5 | 19.7 | 28.5 | 1.6 | 8,596 | 5,148 | 575 |  | 474 | 239 | 195 |
| Madison | 15.5 | .0063 | 33.1 | 9.2 | 13.4 | 17.3 | 30.2 | 5.2 | 66,887 | 18,949 | 3,268 | 6,704 | 2,955 | 9,174 | 7,238 |
| Monroe | 74.9 | .0305 | 37.5 | 10.2 | 18.5 | 19.5 | 34.0 | 33.8 | 538,208 | 123,692 | 87,187 | 58,186 | 26,987 | 73,738 | 24,833 |
| Okeechobee | 28.1 | .0115 | 33.2 | 9.1 | 14.6 | 19.5 | 27.8 | 10.5 | 175,184 | 63,928 | 18,816 | 15,757 | 6,935 | 21,167 | 8,754 |
| Putnam | 61.3 | .0249 | 36.6 | 8.6 | 13.7 | 17.9 | 34.0 | 23.4 | 276,534 | 72,912 | 18,869 | 32,594 | 15,691 | 60,155 | 10,337 |
| Sumter | 30.5 | .0125 | 37.5 | 10.3 | 12.4 | 18.0 | 35.2 | 11.5 | 156,266 | 39,622 | 15,460 | 8,891 | 2,978 | 10,087 | 4,992 |
| Suwannee | 26.5 | .0108 | 34.2 | 8.4 | 14.3 | 19.1 | 29.9 | 9.6 | 126,226 | 39,659 | 6,413 | 7,442 | 6,161 | 33,623 | 12,428 |
| Taylor | 18.3 | .0074 | 32.9 | 9.6 | 15.7 | 18.7 | 28.0 | 6.8 | 78,431 | 20,496 | 6,074 | 6,405 | 3,366 | 20,106 | 3,329 |
| Union | 11.4 | .0046 | 30.9 | 13.9 | 30.4 | 22.0 | 15.5 | 2.4 | 19,635 | 5,934 | 940 |  | 96 | 3,218 | 861 |
| Wakulla | 14.1 | .0057 | 31.9 | 8.4 | 17.8 | 19.6 | 24.9 | 4.9 | 20,887 | 9,642 | 3,568 | 1,499 | 1,166 | 2,022 | 192 |
| Walton | 27.5 | .0112 | 38.1 | 8.4 | 13.3 | 19.2 | 34.8 | 10.9 | 92,244 | 32,010 | 5,732 | 7,090 | 4,001 | 14,832 | 2,886 |
| Washington | 16.1 | .0066 | 36.7 | 7.9 | 13.1 | 19.7 | 32.8 | 6.2 | 49,434 | 20,236 | 5,336 | 4,916 | 1,258 | 1,385 | 3,674 |
| **TOTAL METRO COUNTIES** | **11,061.5** | **4.5033** | **37.1** | **9.9** | **15.6** | **18.9** | **34.0** | **4,468.1** | **80,341,057** | **15,476,133** | **7,986,468** | **9,424,884** | **5,029,503** | **20,231,891** | **3,062,871** |
| **TOTAL STATE** | **12,163.9** | **4.9523** | **37.3** | **9.7** | **15.4** | **18.7** | **34.4** | **4,904.1** | **85,790,636** | **16,962,786** | **8,441,975** | **9,884,070** | **5,306,925** | **21,343,495** | **3,319,081** |

**FLA.** EFFECTIVE BUYING INCOME—1987

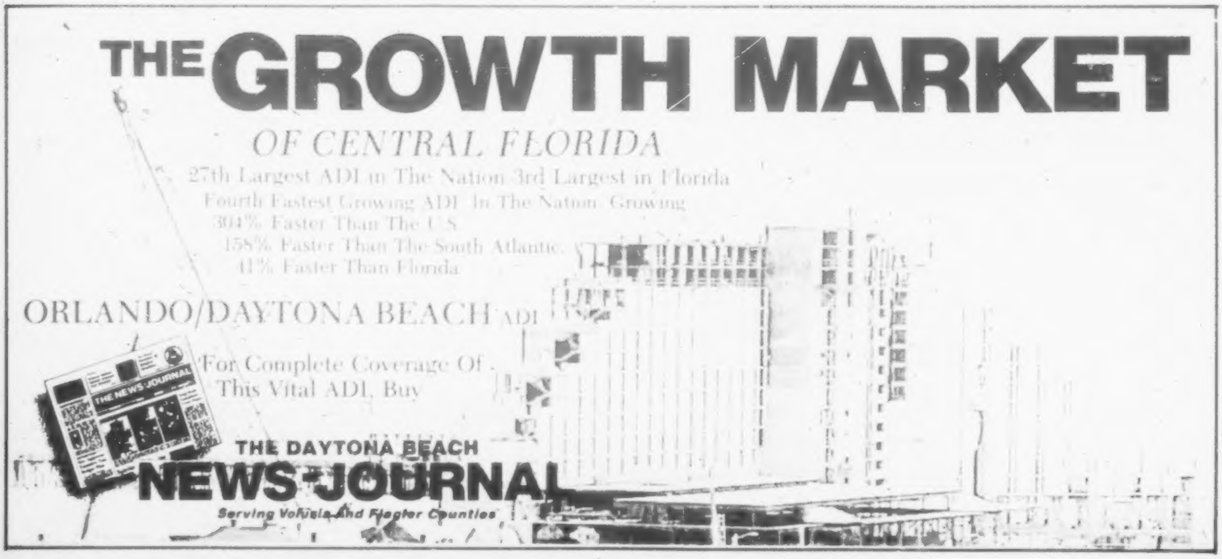
% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BRADENTON** | **2,363,000** | **22,244** | **27.4** | **28.2** | **13.8** | **13.1** | **.0786** |
| Manatee | 2,363,000 | 22,244 | 27.4 | 28.2 | 13.8 | 13.1 | .0786 |
| • Bradenton | 469,466 | 21,277 | 26.0 | 26.8 | 14.3 | 11.7 | .0187 |
| SUBURBAN TOTAL | 1,893,534 | 22,455 | 27.7 | 28.7 | 13.6 | 13.4 | .0599 |
| **DAYTONA BEACH** | **4,110,046** | **21,011** | **28.1** | **26.4** | **13.1** | **12.7** | **.1335** |
| Volusia | 4,110,046 | 21,011 | 28.1 | 26.4 | 13.1 | 12.7 | .1335 |
| • Daytona Beach | 682,094 | 17,587 | 28.5 | 23.8 | 10.5 | 9.6 | .0320 |
| SUBURBAN TOTAL | 3,427,952 | 21,895 | 28.0 | 27.0 | 13.7 | 13.5 | .1015 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **18,738,472** | **27,246** | **22.2** | **26.3** | **16.8** | **21.0** | **.5849** |
| Broward | 18,738,472 | 27,246 | 22.2 | 26.3 | 16.8 | 21.0 | .5849 |
| • Fort Lauderdale | 2,693,964 | 24,564 | 23.6 | 25.4 | 13.8 | 20.0 | .1025 |
| • Hollywood | 2,009,253 | 25,437 | 23.2 | 24.5 | 15.4 | 20.3 | .0707 |
| Plantation | 1,048,902 | 40,843 | 14.2 | 21.3 | 18.8 | 39.0 | .0353 |
| • Pompano Beach | 1,283,047 | 27,511 | 21.5 | 26.7 | 16.0 | 22.0 | .0435 |
| SUBURBAN TOTAL | 12,752,208 | 28,086 | 21.8 | 26.6 | 17.7 | 21.2 | .3682 |

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **FORT MYERS - CAPE CORAL** | **4,059,013** | **23,718** | **26.2** | **28.0** | **15.5** | **15.2** | **.1277** |
| Lee | 4,059,013 | 23,718 | 26.2 | 28.0 | 15.5 | 15.2 | .1277 |
| • Cape Coral | 805,737 | 27,847 | 22.8 | 29.0 | 19.5 | 18.6 | .0210 |
| • Fort Myers | 507,634 | 19,135 | 28.4 | 24.8 | 12.6 | 10.6 | .0315 |
| SUBURBAN TOTAL | 2,745,642 | 23,675 | 26.6 | 28.6 | 15.1 | 15.2 | .0752 |
| **FORT PIERCE** | **2,600,032** | **21,583** | **26.2** | **27.7** | **13.5** | **12.4** | **.0877** |
| Martin | 1,171,504 | 22,639 | 25.7 | 27.4 | 14.3 | 14.1 | .0374 |
| St. Lucie | 1,428,528 | 20,804 | 26.6 | 27.7 | 12.9 | 11.2 | .0503 |
| • Fort Pierce | 378,821 | 16,148 | 27.3 | 23.3 | 9.4 | 8.0 | .0225 |
| SUBURBAN TOTAL | 2,221,211 | 22,768 | 26.0 | 28.6 | 14.4 | 13.4 | .0652 |
| **FORT WALTON BEACH** | **1,729,789** | **23,864** | **26.5** | **27.3** | **16.3** | **15.1** | **.0590** |
| Okaloosa | 1,729,789 | 23,864 | 26.5 | 27.3 | 16.3 | 15.1 | .0590 |
| • Fort Walton Beach | 312,403 | 26,926 | 23.2 | 26.5 | 18.4 | 18.5 | .0165 |
| SUBURBAN TOTAL | 1,417,386 | 23,379 | 27.2 | 27.4 | 15.9 | 14.4 | .0425 |
| **GAINESVILLE** | **2,238,053** | **20,174** | **24.4** | **22.8** | **13.9** | **13.6** | **.0770** |
| Alachua | 2,051,298 | 20,479 | 24.3 | 22.5 | 14.1 | 14.2 | .0703 |
| • Gainesville | 987,203 | 20,693 | 24.6 | 22.4 | 14.2 | 14.6 | .0383 |



THE GROWTH MARKET
OF CENTRAL FLORIDA
27th Largest ADI in The Nation 3rd Largest in Florida
Fourth Fastest Growing ADI In The Nation. Growing
304% Faster Than The U.S.
158% Faster Than The South Atlantic.
41% Faster Than Florida
ORLANDO/DAYTONA BEACH ADI
For Complete Coverage Of
This Vital ADI, Buy
THE DAYTONA BEACH
NEWS-JOURNAL
Serving Volusia And Flagler Counties

**FLA.** (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Bradford | 186,755 | 17,950 | 26.2 | 25.5 | 11.5 | 8.3 | .0067 |
| SUBURBAN TOTAL | 1,250,850 | 19,839 | 24.4 | 23.1 | 13.7 | 12.8 | .0387 |
| **JACKSONVILLE** | **11,044,677** | **24,744** | **22.2** | **25.9** | **16.4** | **17.1** | **.3518** |
| Clay | 1,138,028 | 28,951 | 19.8 | 26.2 | 20.5 | 19.5 | .0341 |
| Duval | 8,507,162 | 24,553 | 22.1 | 25.7 | 16.1 | 17.2 | .2745 |
| • Jacksonville | 7,949,209 | 24,436 | 22.2 | 25.6 | 16.1 | 17.0 | .2578 |
| Nassau | 416,397 | 22,935 | 22.4 | 30.0 | 15.6 | 10.4 | .0141 |
| St. Johns | 983,090 | 23,408 | 24.9 | 25.6 | 15.0 | 16.7 | .0291 |
| SUBURBAN TOTAL | 3,095,468 | 25,566 | 22.1 | 26.7 | 17.2 | 17.3 | .0940 |
| **LAKELAND - WINTER HAVEN** | **4,163,755** | **21,163** | **26.5** | **27.9** | **14.0** | **10.6** | **.1400** |
| Polk | 4,163,755 | 21,163 | 26.5 | 27.9 | 14.0 | 10.6 | .1400 |
| • Lakeland | 842,162 | 19,823 | 26.8 | 26.2 | 12.9 | 10.4 | .0372 |
| • Winter Haven | 287,037 | 19,025 | 28.0 | 24.4 | 12.4 | 11.1 | .0150 |
| SUBURBAN TOTAL | 3,034,556 | 21,727 | 26.2 | 29.0 | 14.4 | 10.6 | .0878 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **4,599,071** | **23,987** | **25.1** | **27.8** | **16.9** | **13.9** | **.1470** |
| Brevard | 4,599,071 | 23,987 | 25.1 | 27.8 | 16.9 | 13.9 | .1470 |
| • Melbourne | 651,611 | 21,034 | 28.0 | 28.4 | 15.5 | 8.4 | .0290 |
| • Palm Bay | 543,452 | 24,540 | 24.6 | 35.2 | 16.3 | 11.0 | .0150 |
| • Titusville | 504,682 | 23,548 | 23.5 | 26.6 | 16.6 | 13.9 | .0171 |
| SUBURBAN TOTAL | 2,899,326 | 24,900 | 24.7 | 26.3 | 17.5 | 16.0 | .0859 |
| **MIAMI - HIALEAH** | **23,631,432** | **24,260** | **21.5** | **24.3** | **14.9** | **18.9** | **.8034** |
| Dade | 23,631,432 | 24,260 | 21.5 | 24.3 | 14.9 | 18.9 | .8034 |
| Coral Gables | 872,546 | 33,540 | 17.3 | 20.4 | 13.5 | 34.8 | .0272 |
| • Hialeah | 1,781,869 | 25,263 | 21.7 | 28.4 | 17.4 | 15.3 | .0683 |
| • Miami | 4,039,910 | 17,818 | 25.4 | 22.8 | 10.8 | 11.3 | .1737 |
| • Miami Beach | 1,490,573 | 13,854 | 27.7 | 15.9 | 7.3 | 11.9 | .0418 |
| North Miami | 687,586 | 24,636 | 24.1 | 27.4 | 16.3 | 16.2 | .0227 |
| SUBURBAN TOTAL | 16,319,080 | 28,689 | 19.4 | 25.4 | 17.0 | 23.0 | .5196 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***42,369,904*** | ***25,536*** | ***21.9*** | ***25.0*** | ***15.7*** | ***19.8*** | ***1.3883*** |
| **NAPLES** | **1,736,924** | **21,777** | **25.8** | **26.4** | **12.0** | **15.4** | **.0602** |
| Collier | 1,736,924 | 21,777 | 25.8 | 26.4 | 12.0 | 15.4 | .0602 |
| • Naples | 474,552 | 29,409 | 21.1 | 22.6 | 14.4 | 28.4 | .0222 |
| SUBURBAN TOTAL | 1,262,372 | 20,453 | 26.9 | 27.1 | 11.5 | 12.4 | .0380 |
| **OCALA** | **1,712,320** | **17,553** | **31.4** | **25.9** | **9.4** | **7.9** | **.0652** |
| Marion | 1,712,320 | 17,553 | 31.4 | 25.9 | 9.4 | 7.9 | .0652 |
| • Ocala | 475,672 | 17,524 | 29.0 | 23.9 | 10.0 | 9.8 | .0291 |
| SUBURBAN TOTAL | 1,236,648 | 17,562 | 32.3 | 26.6 | 9.1 | 7.2 | .0361 |
| **ORLANDO** | **12,201,848** | **25,188** | **23.4** | **27.0** | **16.7** | **17.1** | **.4085** |
| Orange | 7,907,681 | 25,043 | 23.4 | 27.4 | 16.2 | 17.1 | .2683 |
| • Orlando | 1,972,382 | 21,786 | 25.5 | 25.7 | 13.8 | 14.0 | .0827 |
| Osceola | 901,907 | 19,339 | 30.2 | 27.6 | 12.3 | 8.4 | .0353 |
| Seminole | 3,392,255 | 28,629 | 20.6 | 26.4 | 19.5 | 20.1 | .1049 |
| SUBURBAN TOTAL | 10,229,461 | 25,919 | 22.9 | 27.3 | 17.3 | 17.7 | .3258 |
| **PANAMA CITY** | **1,191,911** | **18,130** | **29.8** | **25.8** | **11.6** | **7.6** | **.0456** |
| Bay | 1,191,911 | 18,130 | 29.8 | 25.8 | 11.6 | 7.6 | .0456 |
| • Panama City | 343,310 | 15,886 | 28.9 | 23.0 | 10.4 | 6.6 | .0193 |
| SUBURBAN TOTAL | 848,601 | 18,994 | 30.5 | 27.0 | 12.2 | 8.0 | .0263 |
| **PENSACOLA** | **4,006,824** | **23,774** | **22.8** | **26.3** | **16.6** | **15.0** | **.1301** |
| Escambia | 3,248,211 | 23,721 | 22.9 | 26.2 | 16.5 | 15.1 | .1075 |
| • Pensacola | 837,847 | 23,163 | 21.7 | 24.0 | 15.6 | 16.5 | .0302 |
| Santa Rosa | 758,613 | 24,000 | 22.2 | 26.5 | 16.8 | 14.9 | .0226 |
| SUBURBAN TOTAL | 3,168,977 | 23,919 | 23.1 | 26.7 | 16.8 | 14.7 | .0999 |
| **SARASOTA** | **3,697,897** | **23,549** | **26.2** | **28.2** | **14.5** | **15.4** | **.1213** |
| Sarasota | 3,697,897 | 23,549 | 26.2 | 28.2 | 14.5 | 15.4 | .1213 |

Check Out Orlando's Impressive Measurements

They're all in one place — the 1988-89 Orlando Market Guide. You'll find 90 pages of facts, charts, graphs and analysis on every sector of the Central Florida economy — one of the fastest growing markets in the nation. Employment. Transportation. Education. Finance. Population. Commercial development. Retailing. Tourism. Health care. Media. And more.

Send for your free copy today.
Mail this ad and your business card to:
The Orlando Sentinel, Marketing Research,
P.O. Box 2833, MP 69, Orlando FL 32802.

When you size up the market for yourself, we think you'll be impressed.

Limit one free copy per company.
For bulk ordering information,
call 407/420-5535.

The Orlando Sentinel

**FLA.** (cont.) EFFECTIVE BUYING INCOME—1987

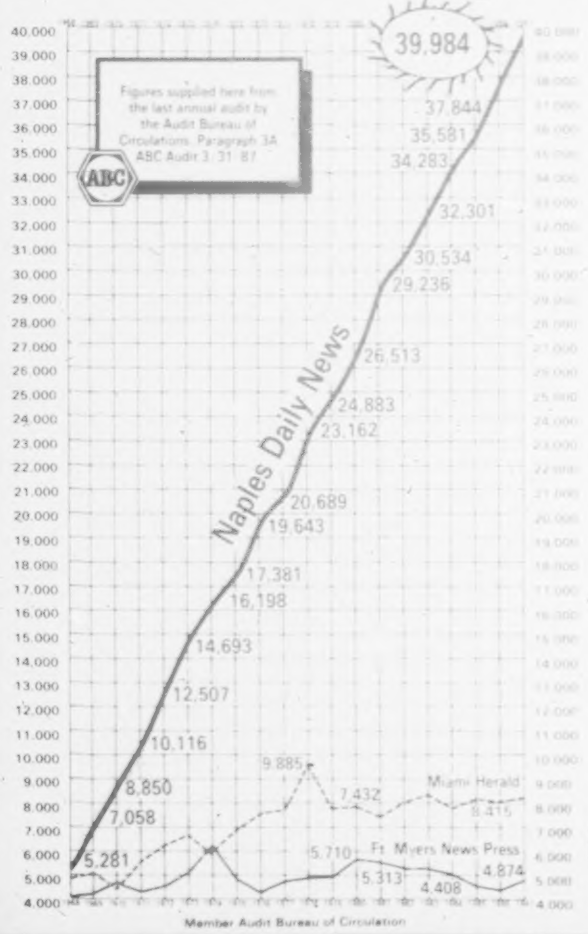
| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| • Sarasota | 734,236 | 20,290 | 28.0 | 25.5 | 12.3 | 12.8 | .0315 |
| SUBURBAN TOTAL | 2,963,661 | 24,389 | 25.7 | 28.8 | 15.2 | 16.1 | .0898 |
| **TALLAHASSEE** | **2,570,271** | **21,990** | **23.3** | **23.6** | **14.4** | **15.9** | **.0847** |
| Gadsden | 318,662 | 15,894 | 26.5 | 24.5 | 9.1 | 6.3 | .0112 |
| Leon | 2,251,609 | 23,539 | 22.6 | 23.4 | 15.4 | 18.0 | .0735 |
| • Tallahassee | 1,518,507 | 20,465 | 24.3 | 22.0 | 12.6 | 16.3 | .0540 |
| SUBURBAN TOTAL | 1,051,764 | 23,829 | 21.9 | 25.8 | 17.0 | 15.4 | .0307 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **25,703,901** | **22,658** | **26.5** | **26.8** | **14.6** | **14.4** | **.8236** |
| Hernando | 829,775 | 19,202 | 33.2 | 28.8 | 11.6 | 7.2 | .0255 |
| Hillsborough | 10,173,363 | 24,585 | 22.5 | 25.9 | 16.4 | 16.7 | .3370 |
| • Tampa | 3,548,614 | 20,515 | 25.2 | 24.4 | 13.6 | 13.0 | .1405 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Pasco | 2,917,892 | 19,771 | 32.7 | 29.0 | 11.4 | 8.9 | .0927 |
| Pinellas | 11,782,871 | 22,627 | 27.3 | 26.5 | 14.4 | 14.8 | .3684 |
| • Clearwater | 1,539,521 | 24,351 | 26.6 | 26.2 | 15.5 | 17.6 | .0637 |
| Largo | 938,069 | 23,479 | 27.9 | 30.2 | 15.5 | 13.4 | .0277 |
| • St. Petersburg | 3,097,624 | 19,811 | 28.4 | 24.3 | 12.8 | 12.5 | .1012 |
| SUBURBAN TOTAL | 17,518,142 | 23,428 | 26.2 | 27.9 | 15.2 | 14.8 | .5182 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **13,603,705** | **28,555** | **20.6** | **25.0** | **17.1** | **23.3** | **.4058** |
| Palm Beach | 13,603,705 | 28,555 | 20.6 | 25.0 | 17.1 | 23.3 | .4058 |
| • Boca Raton | 1,391,537 | 37,455 | 15.2 | 22.7 | 17.9 | 35.7 | .0397 |
| • Delray Beach | 861,856 | 28,014 | 20.8 | 26.4 | 16.7 | 22.7 | .0323 |
| • West Palm Beach | 1,064,245 | 22,995 | 24.2 | 24.1 | 14.9 | 16.4 | .0481 |
| SUBURBAN TOTAL | 10,286,067 | 28,505 | 20.7 | 25.3 | 17.3 | 22.9 | .2857 |

# 103% Sunday, 83% Daily*

## Naples, Florida



### Market Penetration

The Naples Daily News' market penetration figures ensure the most cost efficient media buy in Southwest Florida.

### Affluence

The Naples Daily News covers a market that is acknowledged to be among the most affluent anywhere in the state. In Florida, Naples ranks first in retail sales per household of $20,558 and first in food sales with an expenditure of $4,152 per household.** Some 55% of all Neapolitans purchased an airline ticket in the past year.***

### Population Growth

The Naples MSA has consistently ranked at or near the top for population growth in the nation for the past several years.

Represented nationally by
Sawyer-Ferguson-Walker

In Florida: Publishers Representatives
*Audit Bureau of Circulations FAS-FAX
**Sales and Marketing Management
***Market Opinion Research Survey Feb.'88

**813-263-4730**

**Naples Daily News**

1075 Central Ave. Naples, FL 33940

## FLA. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| Baker | 150,198 | 21,667 | 26.4 | 31.2 | 15.0 | 7.7 | .0045 |
| Calhoun | 67,355 | 14,628 | 28.9 | 21.0 | 9.4 | 5.1 | .0026 |
| Charlotte | 1,117,069 | 20,081 | 31.2 | 27.5 | 12.2 | 10.5 | .0346 |
| Citrus | 851,126 | 16,808 | 34.3 | 25.1 | 9.3 | 6.8 | .0277 |
| Columbia | 398,881 | 19,997 | 24.8 | 26.8 | 14.1 | 9.2 | .0148 |
| De Soto | 203,797 | 18,201 | 29.7 | 26.1 | 10.6 | 8.6 | .0075 |
| Dixie | 76,000 | 15,482 | 31.4 | 20.2 | 8.8 | 8.0 | .0027 |
| Flagler | 224,685 | 20,881 | 27.4 | 30.6 | 11.2 | 10.2 | .0061 |
| Franklin | 68,428 | 15,426 | 29.5 | 22.6 | 9.6 | 6.8 | .0022 |
| Gilchrist | 35,005 | 16,222 | 29.5 | 25.2 | 11.0 | 5.2 | .0017 |
| Glades | 62,597 | 17,926 | 32.2 | 24.1 | 12.9 | 6.6 | .0017 |
| Gulf | 96,766 | 19,610 | 22.8 | 26.1 | 15.3 | 8.0 | .0031 |
| Hamilton | 70,959 | 16,818 | 25.6 | 23.7 | 10.6 | 7.5 | .0027 |
| Hardee | 148,436 | 14,400 | 31.4 | 21.4 | 8.0 | 5.1 | .0061 |
| Hendry | 222,871 | 21,393 | 23.9 | 28.4 | 13.1 | 11.2 | .0080 |
| Highlands | 649,275 | 17,359 | 31.3 | 25.6 | 8.7 | 8.8 | .0212 |
| Holmes | 134,708 | 15,635 | 27.8 | 24.4 | 8.7 | 5.9 | .0042 |
| Indian River | 1,129,158 | 22,212 | 26.6 | 26.4 | 14.3 | 14.2 | .0351 |
| Jackson | 354,227 | 16,972 | 27.3 | 24.0 | 10.7 | 7.7 | .0124 |
| Jefferson | 95,520 | 15,800 | 27.9 | 19.9 | 10.5 | 10.0 | .0032 |
| Lafayette | 36,018 | 18,043 | 27.3 | 25.0 | 11.5 | 7.9 | .0011 |
| Lake | 1,558,563 | 19,201 | 31.3 | 26.2 | 11.3 | 10.4 | .0519 |
| Levy | 223,597 | 17,286 | 30.2 | 25.6 | 9.2 | 7.2 | .0072 |
| Liberty | 40,187 | 18,047 | 29.0 | 20.9 | 15.0 | 9.0 | .0011 |
| Madison | 119,400 | 17,500 | 24.8 | 24.7 | 9.3 | 9.3 | .0044 |
| Monroe | 1,062,808 | 21,965 | 26.9 | 26.7 | 12.6 | 15.3 | .0331 |
| Okeechobee | 246,493 | 16,933 | 31.9 | 24.9 | 9.3 | 7.1 | .0095 |
| Putnam | 604,454 | 18,543 | 26.8 | 24.5 | 12.0 | 10.3 | .0198 |
| Sumter | 249,622 | 15,638 | 30.4 | 24.9 | 8.5 | 5.2 | .0094 |
| Suwannee | 241,438 | 18,548 | 27.8 | 24.2 | 12.4 | 9.7 | .0085 |
| Taylor | 182,235 | 19,150 | 22.8 | 21.4 | 14.6 | 12.7 | .0058 |
| Union | 74,201 | 19,887 | 23.6 | 32.7 | 10.9 | 6.1 | .0025 |
| Wakulla | 118,533 | 18,803 | 27.8 | 26.5 | 13.0 | 7.9 | .0034 |
| Walton | 262,453 | 17,614 | 27.2 | 23.6 | 10.9 | 9.8 | .0081 |
| Washington | 145,635 | 17,777 | 26.8 | 24.8 | 11.8 | 7.8 | .0046 |
| **TOTAL METRO COUNTIES** | **145,702,936** | **23,897** | **24.1** | **26.2** | **15.3** | **16.6** | **4.7356** |
| **TOTAL STATE** | **157,045,634** | **23,383** | **24.6** | **26.1** | **15.0** | **16.0** | **5.1081** |

# Georgia

S&MM ESTIMATES

### POPULATION—12/31/87 / RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | House-holds (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Auto-motive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALBANY** | **118.7** | **.0483** | **28.6** | **12.0** | **18.7** | **19.0** | **19.0** | **40.0** | **764,934** | **151,929** | **67,838** | **116,590** | **44,871** | **176,228** | **19,859** |
| Dougherty | 102.9 | .0419 | 28.6 | 12.2 | 18.6 | 18.8 | 19.2 | 34.9 | 754,389 | 146,417 | 67,203 | 116,590 | 44,276 | 175,765 | 18,698 |
| • Albany | 84.9 | .0346 | 28.6 | 12.1 | 18.5 | 17.3 | 20.9 | 29.2 | 741,414 | 142,000 | 66,296 | 115,507 | 44,037 | 175,010 | 18,625 |
| Lee | 15.8 | .0064 | 28.9 | 11.0 | 20.3 | 20.2 | 17.5 | 5.1 | 10,545 | 5,512 | 635 | | 595 | 463 | 1,164 |
| SUBURBAN TOTAL | 33.8 | .0137 | 28.5 | 11.9 | 19.5 | 23.2 | 14.2 | 10.8 | 23,520 | 9,929 | 1,542 | 1,083 | 834 | 1,218 | 1,234 |
| **ATHENS** | **146.7** | **.0598** | **29.1** | **18.6** | **18.9** | **18.3** | **20.6** | **53.8** | **911,621** | **196,358** | **92,337** | **142,773** | **39,270** | **179,614** | **39,803** |
| Clarke | 81.0 | .0330 | 26.9 | 25.7 | 19.5 | 15.8 | 18.5 | 30.7 | 742,896 | 129,485 | 82,921 | 137,408 | 33,115 | 146,412 | 32,022 |
| • Athens | 44.4 | .0181 | 25.6 | 32.7 | 17.5 | 11.8 | 21.7 | 16.6 | 521,258 | 99,518 | 70,355 | 64,063 | 25,646 | 83,481 | 26,766 |
| Jackson | 28.9 | .0118 | 32.8 | 9.8 | 16.4 | 21.1 | 25.3 | 10.2 | 112,344 | 33,817 | 5,750 | 5,196 | 4,329 | 28,349 | 6,714 |
| Madison | 21.1 | .0086 | 31.9 | 9.4 | 17.9 | 21.2 | 23.2 | 7.4 | 20,062 | 11,012 | 1,422 | 169 | 399 | 3,526 | 480 |
| Oconee | 15.7 | .0064 | 30.9 | 10.2 | 20.5 | 22.1 | 19.6 | 5.5 | 36,319 | 22,044 | 2,244 | | 1,427 | 1,327 | 587 |
| SUBURBAN TOTAL | 102.3 | .0417 | 30.5 | 12.4 | 19.3 | 21.2 | 20.1 | 37.2 | 390,363 | 96,840 | 21,982 | 78,710 | 13,624 | 96,133 | 13,037 |
| **ATLANTA** | **2,662.8** | **1.0842** | **31.1** | **10.6** | **20.7** | **22.4** | **19.5** | **989.3** | **20,794,968** | **3,744,054** | **2,234,563** | **2,657,551** | **1,098,416** | **4,905,149** | **728,904** |
| Barrow | 26.9 | .0109 | 32.4 | 9.5 | 16.5 | 20.2 | 25.5 | 9.5 | 140,265 | 32,856 | 7,639 | 4,948 | 1,847 | 44,384 | 6,443 |
| Butts | 16.3 | .0067 | 30.9 | 13.1 | 18.2 | 18.9 | 23.7 | 4.8 | 33,696 | 13,511 | 1,385 | 1,416 | 1,290 | 2,392 | 1,414 |
| Cherokee | 76.8 | .0313 | 30.4 | 9.1 | 21.2 | 21.5 | 18.7 | 25.9 | 225,647 | 75,765 | 16,625 | 7,440 | 6,304 | 42,100 | 13,168 |
| Clayton | 177.1 | .0721 | 29.2 | 11.2 | 21.4 | 23.4 | 14.2 | 63.0 | 1,647,405 | 304,414 | 114,551 | 320,274 | 67,965 | 438,839 | 58,772 |
| Cobb | 407.6 | .1659 | 31.0 | 10.4 | 22.4 | 24.6 | 16.5 | 156.1 | 3,261,460 | 562,475 | 260,353 | 559,500 | 173,258 | 793,272 | 96,931 |
| • Marietta | 45.6 | .0186 | 31.1 | 14.8 | 23.6 | 17.9 | 22.9 | 20.3 | 979,235 | 157,635 | 98,458 | 67,580 | 59,098 | 317,149 | 35,344 |
| Coweta | 47.7 | .0195 | 32.5 | 9.0 | 16.5 | 21.0 | 24.9 | 16.8 | 209,634 | 48,003 | 10,447 | 15,606 | 9,710 | 67,502 | 10,014 |
| De Kalb | 539.1 | .2195 | 31.3 | 11.7 | 21.0 | 22.6 | 19.7 | 205.5 | 5,569,616 | 888,047 | 506,946 | 697,377 | 265,531 | 1,663,182 | 156,295 |
| Douglas | 73.5 | .0299 | 29.8 | 8.8 | 20.4 | 22.9 | 16.6 | 23.9 | 359,476 | 106,409 | 29,711 | 17,002 | 21,153 | 98,543 | 16,485 |
| Fayette | 51.6 | .0210 | 32.2 | 6.8 | 18.7 | 27.9 | 16.9 | 17.4 | 154,583 | 52,786 | 11,872 | 324 | 3,765 | 17,763 | 13,206 |
| Forsyth | 39.8 | .0162 | 31.6 | 9.5 | 18.2 | 22.5 | 21.3 | 14.2 | 119,920 | 28,124 | 13,326 | 5,453 | 8,437 | 27,877 | 5,017 |
| Fulton | 638.0 | .2597 | 31.8 | 11.8 | 20.3 | 19.9 | 23.6 | 255.6 | 6,471,659 | 1,003,625 | 1,059,119 | 818,593 | 351,586 | 1,109,896 | 239,873 |
| • Atlanta | 451.2 | .1837 | 31.4 | 12.9 | 20.0 | 18.3 | 24.5 | 180.5 | 4,250,143 | 598,883 | 694,797 | 647,212 | 203,042 | 689,947 | 148,147 |
| Gwinnett | 301.2 | .1227 | 30.2 | 8.8 | 23.2 | 24.5 | 14.3 | 106.1 | 1,455,439 | 319,228 | 129,459 | 128,891 | 137,461 | 291,501 | 58,282 |
| Henry | 50.2 | .0204 | 31.9 | 9.2 | 18.0 | 22.0 | 22.4 | 17.1 | 124,557 | 27,597 | 9,552 | 2,127 | 1,933 | 32,031 | 6,706 |
| Newton | 41.5 | .0169 | 31.5 | 9.9 | 16.2 | 20.8 | 23.5 | 13.9 | 160,703 | 55,818 | 10,037 | 9,487 | 5,873 | 31,878 | 8,971 |
| Paulding | 34.1 | .0139 | 30.9 | 9.4 | 18.5 | 21.4 | 21.0 | 11.9 | 79,632 | 18,038 | 3,598 | 2,302 | 912 | 38,808 | 4,150 |
| Rockdale | 51.1 | .0208 | 31.4 | 8.5 | 18.0 | 24.8 | 18.8 | 17.0 | 305,711 | 65,641 | 19,408 | 25,942 | 16,557 | 101,697 | 12,380 |
| Spalding | 54.0 | .0220 | 32.3 | 9.4 | 16.3 | 20.7 | 24.9 | 18.6 | 361,005 | 97,985 | 23,191 | 35,602 | 19,741 | 80,113 | 12,102 |
| Walton | 36.3 | .0148 | 31.9 | 9.2 | 15.9 | 20.9 | 24.2 | 12.0 | 114,560 | 43,732 | 7,344 | 5,267 | 5,093 | 23,371 | 8,695 |
| SUBURBAN TOTAL | 2,166.0 | .8819 | 31.0 | 10.0 | 20.8 | 23.4 | 18.3 | 788.5 | 15,565,590 | 2,987,536 | 1,441,308 | 1,942,759 | 836,276 | 3,898,053 | 545,413 |
| **AUGUSTA** | **399.5** | **.1626** | **30.5** | **12.3** | **18.4** | **19.9** | **21.7** | **142.0** | **2,192,050** | **468,840** | **179,002** | **292,984** | **127,202** | **490,817** | **95,158** |
| Columbia | 60.4 | .0246 | 29.7 | 9.9 | 20.4 | 23.3 | 15.9 | 20.7 | 140,049 | 44,426 | 7,789 | 21,471 | 12,190 | 13,818 | 6,612 |
| McDuffie | 20.9 | .0085 | 31.5 | 9.9 | 16.7 | 19.9 | 24.3 | 7.5 | 116,339 | 31,203 | 8,075 | 6,834 | 4,493 | 20,472 | 6,119 |
| Richmond | 198.0 | .0806 | 29.7 | 14.6 | 18.7 | 18.7 | 21.4 | 68.5 | 1,355,841 | 245,429 | 121,743 | 195,792 | 96,032 | 339,717 | 48,320 |
| • Augusta | 47.4 | .0193 | 35.9 | 11.4 | 15.4 | 14.8 | 36.1 | 20.2 | 448,161 | 91,729 | 39,001 | 20,347 | 30,645 | 128,799 | 27,444 |
| *Aiken, S. C.* | *120.2* | *.0489* | *32.1* | *10.1* | *16.7* | *20.6* | *24.7* | *45.3* | *579,821* | *147,782* | *41,395* | *68,887* | *14,487* | *116,810* | *34,107* |
| SUBURBAN TOTAL | 352.1 | .1433 | 29.9 | 12.4 | 18.8 | 20.7 | 19.7 | 121.8 | 1,743,889 | 377,111 | 140,001 | 272,637 | 96,557 | 362,018 | 67,714 |

| GA. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| **COLUMBUS** | **254.3** | **.1035** | **29.7** | **14.2** | **18.1** | **18.5** | **21.9** | **88.7** | **1,385,456** | **244,251** | **120,335** | **173,572** | **101,908** | **380,404** | **48,161** |
| Chattahoochee | 21.1 | .0085 | 22.8 | 34.2 | 25.1 | 11.8 | 2.5 | 3.6 | 3,897 | 1,479 | 1,699 | | | | |
| Muscogee | 183.5 | .0747 | 30.6 | 12.9 | 17.8 | 19.0 | 23.1 | 66.8 | 1,218,573 | 187,872 | 105,123 | 153,620 | 99,336 | 356,965 | 38,477 |
| • Columbus | 182.6 | .0743 | 30.5 | 12.9 | 17.9 | 19.0 | 23.0 | 66.2 | 1,218,573 | 187,872 | 105,123 | 153,620 | 99,336 | 356,965 | 38,477 |
| *Russell, Ala.* | *49.7* | *.0203* | *32.0* | *10.5* | *16.0* | *19.4* | *25.8* | *18.3* | *162,986* | *54,900* | *13,513* | *19,952* | *2,572* | *23,439* | *9,684* |
| SUBURBAN TOTAL | 71.7 | .0292 | 27.6 | 17.5 | 18.6 | 17.1 | 19.1 | 22.5 | 166,883 | 56,379 | 15,212 | 19,952 | 2,572 | 23,439 | 9,684 |
| **MACON - WARNER ROBINS** | **287.7** | **.1171** | **31.1** | **11.4** | **17.6** | **20.6** | **22.5** | **102.6** | **1,869,594** | **399,640** | **147,841** | **238,985** | **100,093** | **499,226** | **66,339** |
| Bibb | 157.4 | .0641 | 32.0 | 11.0 | 17.3 | 19.0 | 25.9 | 57.3 | 1,217,684 | 231,868 | 104,304 | 181,100 | 78,780 | 296,399 | 43,628 |
| • Macon | 120.6 | .0491 | 32.2 | 11.5 | 17.1 | 17.6 | 27.6 | 45.9 | 1,159,282 | 219,618 | 97,597 | 173,795 | 75,814 | 286,830 | 45,753 |
| Houston | 88.7 | .0361 | 29.8 | 11.8 | 18.0 | 23.3 | 17.3 | 31.0 | 545,749 | 135,104 | 36,716 | 54,100 | 19,072 | 178,415 | 16,435 |
| • Warner Robins | 50.0 | .0204 | 30.0 | 11.9 | 17.9 | 23.4 | 17.6 | 18.2 | 428,132 | 106,880 | 26,075 | 46,913 | 15,003 | 147,479 | 13,201 |
| Jones | 20.2 | .0082 | 31.2 | 9.6 | 18.2 | 21.7 | 21.3 | 6.8 | 17,426 | 8,451 | 394 | | 1,166 | 706 | 2,841 |
| Peach | 21.4 | .0087 | 29.3 | 14.3 | 16.1 | 19.6 | 21.2 | 7.5 | 88,735 | 24,217 | 6,427 | 3,785 | 1,075 | 23,706 | 3,435 |
| SUBURBAN TOTAL | 117.1 | .0476 | 30.5 | 11.0 | 18.1 | 22.4 | 19.4 | 39.3 | 282,180 | 73,142 | 24,169 | 18,277 | 9,276 | 64,917 | 7,385 |
| **SAVANNAH** | **241.6** | **.0985** | **31.1** | **11.6** | **17.7** | **18.7** | **24.5** | **88.0** | **1,620,718** | **307,420** | **186,007** | **206,836** | **88,501** | **372,364** | **61,519** |
| Chatham | 218.4 | .0890 | 31.2 | 11.8 | 17.9 | 18.4 | 24.9 | 80.0 | 1,584,570 | 294,142 | 185,125 | 204,170 | 86,662 | 363,344 | 60,629 |
| • Savannah | 150.1 | .0611 | 31.3 | 12.1 | 17.3 | 17.4 | 26.1 | 56.0 | 1,308,703 | 240,865 | 136,775 | 193,392 | 66,221 | 305,878 | 50,058 |
| Effingham | 23.2 | .0095 | 30.6 | 9.5 | 16.9 | 21.5 | 21.0 | 8.0 | 36,148 | 13,278 | 882 | 2,666 | 1,839 | 9,020 | 890 |
| SUBURBAN TOTAL | 91.5 | .0374 | 30.9 | 10.7 | 18.7 | 20.7 | 21.7 | 32.0 | 312,015 | 66,555 | 49,232 | 13,444 | 22,280 | 66,486 | 11,461 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Appling | 17.1 | .0069 | 30.4 | 9.8 | 16.0 | 19.2 | 23.4 | 5.6 | 72,148 | 22,104 | 5,711 | 3,966 | 3,094 | 16,192 | 2,851 |
| Atkinson | 6.6 | .0027 | 31.1 | 9.5 | 15.0 | 19.5 | 24.7 | 2.0 | 13,643 | 5,425 | 580 | 548 | 367 | 2,415 | 443 |
| Bacon | 9.8 | .0040 | 31.2 | 8.9 | 15.9 | 18.7 | 25.3 | 3.5 | 36,363 | 11,318 | 2,062 | 1,269 | 846 | 9,530 | 3,636 |
| Baker | 3.6 | .0015 | 31.1 | 10.3 | 14.5 | 17.3 | 27.0 | 1.2 | 4,256 | 2,886 | | | | | 141 |
| Baldwin | 38.7 | .0157 | 31.2 | 14.2 | 16.9 | 19.0 | 24.6 | 12.0 | 209,107 | 50,318 | 17,111 | 32,784 | 8,992 | 41,875 | 9,376 |
| Banks | 10.6 | .0044 | 32.9 | 9.7 | 16.8 | 20.8 | 25.6 | 3.7 | 16,219 | 2,637 | 4,478 | 358 | 532 | 244 | |
| Bartow | 49.4 | .0201 | 32.1 | 9.3 | 16.7 | 21.3 | 23.8 | 17.3 | 263,698 | 66,420 | 21,642 | 10,768 | 14,511 | 50,959 | 8,387 |
| Ben Hill | 17.7 | .0072 | 32.9 | 9.0 | 16.2 | 17.7 | 28.9 | 6.5 | 79,451 | 24,178 | 5,044 | 5,354 | 5,620 | 13,288 | 3,755 |
| Berrien | 14.2 | .0058 | 32.8 | 9.6 | 15.7 | 20.3 | 26.2 | 5.1 | 52,456 | 11,082 | 1,888 | 4,392 | 2,637 | 20,074 | 1,695 |
| Bleckley | 10.7 | .0044 | 32.5 | 13.1 | 14.3 | 20.3 | 26.2 | 3.7 | 36,064 | 13,042 | 1,764 | 2,954 | 2,550 | 5,376 | 3,390 |
| Brantley | 10.9 | .0044 | 30.2 | 9.2 | 17.6 | 20.6 | 21.0 | 3.8 | 8,702 | 3,950 | 835 | | 1,174 | 622 | 255 |
| Brooks | 15.3 | .0062 | 32.5 | 9.1 | 13.5 | 16.8 | 29.8 | 5.2 | 50,714 | 15,270 | 1,110 | 1,114 | 2,473 | 20,608 | 1,655 |
| Bryan | 14.3 | .0058 | 29.4 | 9.7 | 18.2 | 19.9 | 19.8 | 4.6 | 31,145 | 8,282 | 3,526 | 108 | 387 | 3,574 | 852 |
| Bulloch | 37.6 | .0153 | 27.8 | 20.4 | 15.7 | 17.2 | 21.5 | 12.4 | 247,046 | 65,778 | 18,786 | 38,822 | 10,234 | 55,420 | 8,123 |
| Burke | 21.6 | .0088 | 29.8 | 10.2 | 15.4 | 16.4 | 25.5 | 7.0 | 77,433 | 33,178 | 5,304 | 2,820 | 8,332 | 10,464 | 4,390 |
| Calhoun | 5.5 | .0022 | 32.4 | 10.1 | 13.3 | 16.2 | 30.3 | 1.5 | 11,203 | 4,100 | 78 | 303 | 498 | 3,450 | 542 |
| Camden | 19.4 | .0079 | 28.3 | 15.8 | 16.5 | 19.5 | 19.5 | 6.1 | 105,007 | 34,219 | 7,211 | 5,014 | 3,766 | 25,144 | 3,017 |
| Candler | 7.6 | .0031 | 34.8 | 8.3 | 15.1 | 17.3 | 32.3 | 2.7 | 42,342 | 12,934 | 721 | 926 | 796 | 13,400 | 782 |
| Carroll | 66.4 | .0270 | 30.7 | 13.5 | 16.5 | 19.9 | 23.0 | 23.1 | 327,869 | 81,303 | 25,809 | 44,659 | 9,551 | 66,938 | 16,141 |
| ☐ Catoosa | 40.9 | .0167 | 32.0 | 9.4 | 18.1 | 23.2 | 21.4 | 14.5 | 263,783 | 99,169 | 21,575 | 36,089 | 16,174 | 40,028 | 7,149 |
| Charlton | 8.2 | .0033 | 29.8 | 10.0 | 14.3 | 20.1 | 22.5 | 2.7 | 24,259 | 5,656 | 1,857 | 1,008 | 904 | 10,985 | 865 |
| Chattooga | 21.8 | .0089 | 34.4 | 8.8 | 15.5 | 20.0 | 29.1 | 7.9 | 111,478 | 34,134 | 6,665 | 7,018 | 2,069 | 21,477 | 4,960 |
| Clay | 3.4 | .0013 | 34.3 | 8.7 | 14.0 | 15.1 | 33.9 | 1.2 | 6,838 | 4,388 | 619 | 106 | | | 547 |
| Clinch | 7.0 | .0029 | 30.1 | 9.9 | 16.0 | 18.9 | 23.2 | 2.3 | 13,654 | 5,870 | 773 | 407 | 504 | 2,709 | 1,515 |
| Coffee | 30.8 | .0126 | 30.4 | 11.0 | 16.5 | 18.4 | 23.9 | 10.5 | 156,835 | 34,788 | 12,227 | 15,823 | 6,610 | 31,335 | 6,058 |
| Colquitt | 36.9 | .0150 | 32.6 | 9.0 | 15.5 | 18.8 | 27.5 | 13.3 | 172,973 | 43,889 | 12,660 | 20,526 | 5,407 | 34,465 | 8,238 |
| Cook | 14.1 | .0057 | 32.0 | 8.8 | 15.2 | 18.8 | 26.6 | 4.9 | 46,253 | 13,393 | 4,454 | 1,241 | 2,534 | 7,517 | 2,037 |
| Crawford | 8.6 | .0035 | 30.8 | 10.0 | 16.4 | 21.3 | 21.9 | 2.5 | 5,398 | 2,376 | 207 | | 107 | 1,058 | |
| Crisp | 20.3 | .0082 | 31.4 | 9.8 | 15.8 | 16.9 | 27.4 | 7.2 | 174,249 | 45,140 | 13,608 | 21,453 | 5,323 | 24,472 | 5,566 |
| ☐ Dade | 13.0 | .0053 | 30.8 | 11.8 | 17.3 | 21.2 | 21.5 | 4.3 | 41,583 | 18,402 | 2,370 | 904 | 1,208 | 3,298 | 393 |
| Dawson | 7.0 | .0029 | 32.6 | 8.9 | 18.1 | 20.5 | 25.2 | 2.5 | 10,906 | 1,969 | 372 | 154 | 477 | 923 | 131 |
| Decatur | 26.8 | .0109 | 31.0 | 10.1 | 15.2 | 17.3 | 26.5 | 9.1 | 117,189 | 30,537 | 6,360 | 10,721 | 2,780 | 26,287 | 8,863 |
| Dodge | 16.9 | .0068 | 33.6 | 8.4 | 15.3 | 18.6 | 29.3 | 6.0 | 93,972 | 28,371 | 10,133 | 10,959 | 1,803 | 17,085 | 4,809 |
| Dooly | 10.5 | .0043 | 31.6 | 9.1 | 14.4 | 16.8 | 28.3 | 3.7 | 57,590 | 7,446 | 1,706 | 1,119 | 3,975 | 20,231 | 1,903 |
| Early | 13.1 | .0054 | 31.7 | 8.9 | 13.7 | 17.9 | 27.6 | 4.7 | 44,265 | 14,025 | 1,390 | 2,927 | 820 | 10,078 | 3,179 |
| Echols | 2.4 | .0009 | 30.4 | 10.1 | 16.0 | 20.5 | 22.2 | .8 | 517 | 268 | 249 | | | | |
| Elbert | 19.1 | .0078 | 33.8 | 9.5 | 15.5 | 19.4 | 28.8 | 7.1 | 114,776 | 27,346 | 5,432 | 4,188 | 2,920 | 50,074 | 4,948 |
| Emanuel | 22.4 | .0091 | 32.2 | 9.2 | 15.1 | 18.3 | 27.5 | 7.6 | 106,651 | 28,403 | 7,556 | 6,176 | 5,421 | 27,069 | 4,854 |
| Evans | 8.2 | .0033 | 31.8 | 10.1 | 14.7 | 18.3 | 27.0 | 3.0 | 49,761 | 14,783 | 1,328 | 4,065 | 1,573 | 9,563 | 2,155 |
| Fannin | 16.2 | .0066 | 37.3 | 7.4 | 15.3 | 20.2 | 33.1 | 6.2 | 57,658 | 23,758 | 4,416 | 6,401 | 1,212 | 5,305 | 1,919 |
| Floyd | 81.2 | .0331 | 33.8 | 10.5 | 16.1 | 20.8 | 27.3 | 30.1 | 438,278 | 108,328 | 38,552 | 60,378 | 24,114 | 87,114 | 22,149 |
| Franklin | 16.9 | .0069 | 34.8 | 10.1 | 14.9 | 20.5 | 29.3 | 6.2 | 105,436 | 25,094 | 2,457 | 3,557 | 3,038 | 40,740 | 4,107 |
| Gilmer | 12.9 | .0053 | 34.8 | 9.0 | 15.8 | 21.5 | 28.1 | 4.6 | 44,922 | 8,082 | 3,073 | 3,319 | 2,333 | 13,456 | 4,060 |
| Glascock | 2.4 | .0009 | 37.3 | 9.2 | 13.4 | 18.8 | 34.4 | .8 | 2,811 | 1,040 | 398 | 179 | 84 | 138 | |
| Glynn | 60.8 | .0248 | 32.8 | 10.0 | 17.0 | 20.3 | 25.9 | 23.1 | 390,203 | 71,938 | 43,225 | 43,442 | 20,102 | 65,212 | 15,522 |
| Gordon | 34.0 | .0138 | 32.3 | 9.2 | 16.8 | 21.7 | 23.8 | 11.9 | 183,108 | 41,721 | 19,078 | 15,596 | 21,626 | 17,722 | 7,547 |
| Grady | 23.0 | .0094 | 32.3 | 9.2 | 15.0 | 18.3 | 27.6 | 7.7 | 95,686 | 36,068 | 2,975 | 3,581 | 2,315 | 20,717 | 2,389 |
| Greene | 12.1 | .0049 | 32.6 | 9.5 | 14.4 | 17.2 | 29.3 | 4.0 | 37,141 | 16,781 | 1,633 | 1,597 | 1,634 | 8,230 | 1,012 |
| Habersham | 27.6 | .0112 | 31.9 | 14.9 | 15.6 | 19.7 | 25.4 | 9.8 | 146,645 | 35,494 | 8,361 | 5,132 | 9,000 | 38,112 | 8,473 |
| Hall | 90.0 | .0366 | 32.6 | 10.0 | 17.4 | 21.9 | 23.9 | 32.4 | 543,368 | 112,879 | 52,505 | 83,191 | 25,299 | 131,069 | 27,244 |
| Hancock | 9.7 | .0040 | 30.1 | 9.7 | 15.1 | 16.4 | 26.3 | 3.0 | 16,461 | 8,057 | 1,048 | 408 | 226 | 2,028 | 939 |
| Haralson | 20.7 | .0084 | 34.3 | 8.6 | 15.5 | 21.4 | 27.5 | 7.6 | 62,919 | 22,297 | 2,380 | 2,916 | 1,874 | 11,948 | 5,733 |
| Harris | 18.3 | .0075 | 34.6 | 8.7 | 15.7 | 20.0 | 29.3 | 6.6 | 18,326 | 8,999 | 1,234 | 493 | 1,362 | 2,104 | 212 |
| Hart | 19.9 | .0081 | 33.6 | 8.9 | 15.6 | 19.3 | 28.5 | 6.9 | 61,450 | 16,223 | 6,570 | 5,287 | 3,577 | 13,181 | 3,634 |
| Heard | 7.6 | .0031 | 33.5 | 9.3 | 14.7 | 19.7 | 28.0 | 2.5 | 10,808 | 4,075 | 279 | | 1,835 | 1,189 | 668 |
| Irwin | 9.4 | .0038 | 33.9 | 8.2 | 14.0 | 18.8 | 29.7 | 3.3 | 13,854 | 4,282 | 796 | 387 | 239 | 2,654 | 1,033 |

**GA. (cont.)** POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Jasper | 8.3 | .0034 | 32.7 | 9.1 | 16.6 | 18.9 | 27.3 | 3.0 | 12,665 | 5,956 | 798 | 475 | 174 | 1,187 | 514 |
| Jeff Davis | 12.4 | .0050 | 30.8 | 9.8 | 16.9 | 19.5 | 23.5 | 4.4 | 57,331 | 22,620 | 3,544 | 3,161 | 3,080 | 10,427 | 3,606 |
| Jefferson | 19.1 | .0078 | 31.3 | 9.4 | 15.5 | 16.2 | 28.1 | 6.6 | 68,378 | 16,018 | 3,918 | 3,172 | 2,705 | 20,963 | 4,605 |
| Jenkins | 8.9 | .0036 | 31.6 | 10.5 | 15.2 | 17.5 | 27.3 | 2.9 | 32,682 | 15,984 | 1,026 | 208 | 702 | 5,579 | 1,419 |
| Johnson | 8.9 | .0037 | 33.2 | 9.4 | 14.4 | 17.8 | 29.6 | 3.2 | 13,413 | 6,950 | 817 | 153 | 710 | 1,967 | 609 |
| Lamar | 13.1 | .0053 | 32.9 | 9.7 | 15.9 | 19.1 | 27.7 | 4.6 | 35,600 | 13,743 | 3,177 | 3,621 | 545 | 7,995 | 2,098 |
| Lanier | 5.8 | .0024 | 30.8 | 10.1 | 14.5 | 19.0 | 24.9 | 2.0 | 11,934 | 3,604 | 293 | 145 | 491 | 4,624 | 631 |
| Laurens | 39.5 | .0161 | 33.0 | 9.2 | 15.7 | 19.3 | 27.6 | 13.8 | 273,228 | 60,228 | 17,504 | 34,718 | 15,659 | 71,484 | 11,218 |
| Liberty | 45.1 | .0183 | 23.5 | 25.7 | 20.3 | 14.4 | 9.9 | 12.5 | 121,135 | 28,552 | 11,519 | 11,543 | 13,347 | 17,599 | 2,750 |
| Lincoln | 7.4 | .0031 | 33.0 | 9.5 | 15.1 | 19.0 | 28.1 | 2.2 | 12,315 | 4,698 | 784 | 286 | 222 | 2,770 | 887 |
| Long | 5.3 | .0021 | 27.9 | 13.8 | 17.1 | 17.0 | 20.9 | 1.8 | 2,848 | 1,539 | 81 |  | 76 | 372 | 116 |
| Lowndes | 75.0 | .0306 | 28.9 | 14.4 | 17.7 | 18.8 | 20.5 | 25.9 | 476,038 | 88,430 | 45,218 | 48,333 | 26,722 | 111,043 | 23,372 |
| Lumpkin | 12.4 | .0050 | 30.3 | 16.7 | 15.7 | 20.1 | 22.6 | 4.1 | 40,529 | 9,156 | 3,847 | 1,776 | 804 | 17,152 | 3,291 |
| McIntosh | 9.2 | .0038 | 32.3 | 10.7 | 15.1 | 17.9 | 28.0 | 3.0 | 28,814 | 8,765 | 1,329 | 1,128 | 122 | 7,286 | 818 |
| Macon | 14.5 | .0059 | 30.6 | 10.4 | 15.4 | 16.8 | 26.5 | 5.0 | 30,520 | 8,323 | 730 | 2,486 | 879 | 5,554 | 3,235 |
| Marion | 5.6 | .0022 | 31.8 | 9.4 | 14.7 | 19.3 | 26.0 | 1.8 | 16,923 | 5,467 | 185 | 599 |  | 2,611 | 1,674 |
| Meriwether | 21.8 | .0089 | 31.8 | 9.7 | 15.6 | 18.2 | 26.9 | 7.1 | 74,359 | 18,142 | 3,350 | 5,051 | 2,556 | 25,958 | 2,562 |
| Miller | 7.0 | .0029 | 33.2 | 9.1 | 14.3 | 18.4 | 29.0 | 2.6 | 17,786 | 7,371 | 150 | 189 | 931 | 4,750 | 618 |
| Mitchell | 22.0 | .0089 | 30.0 | 9.8 | 15.1 | 17.6 | 24.8 | 7.0 | 80,511 | 28,842 | 2,745 | 3,857 | 5,247 | 17,458 | 2,377 |
| Monroe | 17.2 | .0070 | 32.8 | 10.6 | 16.5 | 20.2 | 26.1 | 5.6 | 48,468 | 16,664 | 7,268 | 1,509 | 500 | 1,018 | 4,075 |
| Montgomery | 7.3 | .0030 | 30.0 | 15.7 | 15.4 | 17.6 | 24.7 | 2.3 | 51,665 | 7,787 | 3,748 | 6,701 | 2,111 | 25,889 | 1,045 |
| Morgan | 12.7 | .0052 | 31.6 | 9.6 | 15.7 | 19.0 | 25.6 | 4.2 | 70,974 | 19,267 | 5,465 | 2,272 | 1,046 | 14,839 | 2,920 |
| Murray | 24.2 | .0098 | 30.2 | 10.2 | 18.2 | 22.4 | 18.9 | 8.4 | 85,390 | 45,172 | 3,420 | 1,974 | 2,034 | 8,958 | 5,571 |
| Oglethorpe | 9.8 | .0040 | 32.8 | 9.1 | 15.8 | 21.0 | 25.4 | 3.6 | 25,314 | 6,155 | 314 | 1,123 | 92 | 13,615 | 698 |
| Pickens | 13.6 | .0055 | 34.5 | 9.2 | 16.0 | 21.3 | 27.9 | 5.0 | 61,155 | 13,756 | 1,825 | 3,069 | 945 | 22,824 | 5,764 |
| Pierce | 13.3 | .0054 | 31.5 | 9.0 | 16.6 | 19.8 | 24.5 | 4.5 | 37,784 | 10,334 | 1,976 | 341 | 767 | 9,660 | 1,271 |
| Pike | 10.1 | .0042 | 33.5 | 8.5 | 15.4 | 21.5 | 26.2 | 3.3 | 6,405 | 1,974 | 117 | 141 | 78 | 128 | 690 |
| Polk | 34.1 | .0138 | 34.4 | 9.5 | 14.6 | 20.2 | 29.0 | 12.3 | 128,191 | 43,472 | 5,821 | 12,524 | 4,891 | 26,272 | 10,614 |
| Pulaski | 8.9 | .0037 | 33.9 | 9.2 | 14.1 | 19.7 | 28.7 | 3.2 | 38,848 | 15,128 | 1,985 | 1,207 | 1,511 | 8,451 | 1,838 |
| Putnam | 12.7 | .0051 | 32.8 | 9.7 | 16.3 | 19.1 | 27.2 | 4.5 | 38,037 | 18,523 | 1,522 | 1,086 | 418 | 6,499 | 1,207 |
| Quitman | 2.2 | .0009 | 33.5 | 9.1 | 13.6 | 15.3 | 32.7 | .8 | 3,884 | 2,527 |  | 188 |  | 562 |  |
| Rabun | 11.2 | .0046 | 36.5 | 8.5 | 15.6 | 20.3 | 31.9 | 4.3 | 59,650 | 15,115 | 5,090 | 1,250 | 2,029 | 8,218 | 1,594 |
| Randolph | 9.4 | .0038 | 32.9 | 10.8 | 13.6 | 15.5 | 31.7 | 3.3 | 22,231 | 8,338 | 835 | 959 | 1,724 | 3,196 | 1,595 |
| Schley | 3.6 | .0015 | 31.4 | 8.5 | 15.4 | 19.2 | 25.2 | 1.1 | 13,539 | 4,827 | 263 | 357 | 319 | 4,162 |  |
| Screven | 16.0 | .0065 | 32.2 | 10.0 | 16.0 | 17.1 | 28.3 | 5.7 | 48,668 | 16,404 | 1,657 | 2,291 | 1,699 | 10,566 | 3,750 |

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,422,000 Population
- 501,700 Households
- $14,993,703,000 Effective Buying Income
- $8,198,971,000 Retail Sales
- $1,578,912,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Athens
Augusta
Macon
Columbus
Savannah
Albany

Source: S&MM's Survey of Buying Power 1987

## GA. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Seminole | 9.6 | .0039 | 33.0 | [illegible] | 14.1 | 17.9 | 29.2 | 3.3 | 32,470 | 12,691 | 769 | 1,935 | 1,767 | 7,766 | 2,196 |
| Stephens | 22.6 | .0092 | 33.8 | 10.0 | 16.1 | 19.3 | 28.9 | 8.3 | 133,049 | 34,701 | 9,782 | 16,996 | 3,915 | 29,736 | 9,090 |
| Stewart | 5.9 | .0024 | 32.7 | 9.5 | 13.4 | 16.6 | 30.3 | 1.9 | 12,401 | 4,749 | 792 | 341 | 139 | 1,967 | 1,076 |
| Sumter | 30.5 | .0124 | 30.2 | 12.5 | 16.3 | 16.9 | 25.3 | 10.3 | 195,242 | 37,678 | 13,951 | 10,769 | 6,041 | 23,107 | 9,884 |
| Talbot | 6.4 | .0026 | 32.1 | 9.9 | 15.9 | 18.2 | 27.2 | 2.1 | 7,343 | 2,294 | 323 | 598 | 69 | 1,219 | 280 |
| Taliaferro | 2.1 | .0009 | 38.7 | 7.3 | 13.5 | 15.1 | 38.6 | .8 | 943 | 148 | 307 | 76 | 138 |  |  |
| Tattnall | 18.3 | .0074 | 32.4 | 9.8 | 17.2 | 19.2 | 26.4 | 6.1 | 58,924 | 16,176 | 2,369 | 1,842 | 4,133 | 17,889 | 2,979 |
| Taylor | 8.0 | .0033 | 33.3 | 9.9 | 14.2 | 19.5 | 28.0 | 2.8 | 20,000 | 5,975 | 502 | 894 | 430 | 5,165 | 1,343 |
| Telfair | 11.0 | .0045 | 33.8 | 9.1 | 14.6 | 17.3 | 30.9 | 4.0 | 49,704 | 18,778 | 2,016 | 4,610 | 3,576 | 8,074 | 2,172 |
| Terrell | 11.9 | .0048 | 31.1 | 9.9 | 15.0 | 16.7 | 27.4 | 4.0 | 39,961 | 14,261 | 2,387 | 1,096 | 1,140 | 7,101 | 1,342 |
| Thomas | 38.3 | .0156 | 32.3 | 9.8 | 15.4 | 19.0 | 26.9 | 13.4 | 204,397 | 42,915 | 17,299 | 16,989 | 10,788 | 53,258 | 6,975 |
| Tift | 35.1 | .0143 | 30.1 | 12.5 | 16.5 | 18.7 | 23.2 | 12.1 | 284,700 | 46,272 | 29,636 | 25,455 | 11,215 | 56,988 | 11,503 |
| Toombs | 25.0 | .0102 | 31.8 | 9.6 | 15.3 | 20.0 | 25.2 | 9.0 | 95,751 | 31,373 | 6,786 | 5,199 | 4,283 | 15,680 | 3,938 |
| Towns | 6.5 | .0026 | 38.6 | 12.3 | 12.8 | 18.2 | 36.4 | 2.7 | 21,512 | 4,938 | 2,772 | 1,516 | 740 | 4,300 | 514 |
| Treutlen | 6.0 | .0025 | 32.4 | 9.0 | 15.0 | 17.4 | 28.6 | 2.1 | 9,487 | 4,670 | 910 | 141 | 580 | 672 | 533 |
| Troup | 55.0 | .0224 | 32.7 | 10.3 | 16.6 | 17.7 | 28.5 | 19.9 | 346,403 | 71,117 | 24,223 | 34,164 | 23,955 | 79,736 | 15,729 |
| Turner | 9.8 | .0039 | 31.1 | 9.3 | 15.0 | 18.0 | 26.1 | 3.2 | 52,103 | 15,919 | 2,319 | 2,979 | 2,860 | 11,813 | 752 |
| Twiggs | 10.5 | .0043 | 30.1 | 11.3 | 14.4 | 18.5 | 24.4 | 3.5 | 8,635 | 3,333 | 141 | 742 | 343 | 509 | 146 |
| Union | 11.3 | .0046 | 35.7 | 8.8 | 15.1 | 19.6 | 31.2 | 4.2 | 25,892 | 5,301 | 3,206 | 710 | 387 | 5,398 | 2,906 |
| Upson | 27.1 | .0111 | 35.3 | 9.0 | 14.9 | 19.5 | 31.0 | 9.9 | 124,019 | 32,950 | 10,152 | 11,909 | 7,218 | 19,707 | 5,942 |
| ☐ Walker | 56.8 | .0231 | 33.4 | 9.3 | 16.2 | 21.3 | 26.2 | 20.5 | 247,490 | 101,030 | 6,690 | 11,779 | 8,790 | 29,735 | 6,994 |
| Ware | 37.7 | .0153 | 32.4 | 9.5 | 16.2 | 18.7 | 27.0 | 13.3 | 275,574 | 52,821 | 17,253 | 61,189 | 16,711 | 53,711 | 10,953 |
| Warren | 6.3 | .0026 | 32.9 | 8.8 | 15.0 | 16.7 | 30.1 | 2.0 | 13,908 | 4,299 | 493 | 282 | 580 | 4,913 | 553 |
| Washington | 19.5 | .0079 | 31.5 | 10.1 | 15.7 | 17.5 | 27.0 | 6.5 | 89,925 | 25,968 | 4,636 | 8,642 | 2,375 | 22,776 | 5,935 |
| Wayne | 21.9 | .0089 | 31.8 | 9.7 | 16.6 | 19.7 | 24.9 | 7.3 | 134,388 | 22,497 | 5,797 | 6,765 | 13,615 | 44,366 | 8,906 |
| Webster | 2.2 | .0009 | 32.0 | 9.7 | 15.2 | 17.3 | 28.2 | .8 | 3,809 | 634 |  | 1,789 |  | 886 |  |
| Wheeler | 5.6 | .0023 | 33.0 | 7.8 | 15.1 | 17.0 | 30.0 | 1.9 | 3,385 | 728 | 180 |  | 268 | 784 |  |
| White | 12.2 | .0050 | 34.6 | 10.1 | 15.7 | 21.5 | 27.9 | 4.5 | 28,947 | 5,563 | 3,737 | 807 | 661 | 8,378 | 1,546 |
| Whitfield | 72.1 | .0293 | 31.4 | 10.3 | 17.8 | 22.3 | 21.2 | 25.6 | 516,836 | 98,853 | 39,518 | 71,494 | 68,622 | 98,819 | 16,177 |
| Wilcox | 7.8 | .0032 | 34.5 | 8.7 | 14.4 | 17.4 | 31.9 | 2.6 | 6,687 | 2,402 | 118 | 946 | 270 | 889 | 513 |
| Wilkes | 11.2 | .0046 | 34.7 | 9.1 | 15.1 | 19.0 | 30.6 | 4.0 | 61,145 | 18,491 | 1,649 | 3,496 | 1,031 | 13,841 | 3,994 |
| Wilkinson | 11.2 | .0045 | 30.7 | 10.9 | 15.3 | 19.1 | 24.4 | 3.7 | 26,814 | 12,012 | 2,366 | 1,027 | 1,546 | 4,133 |  |
| Worth | 19.7 | .0080 | 31.2 | 9.8 | 16.2 | 19.2 | 24.6 | 6.5 | 53,886 | 15,495 | 2,261 | 3,523 | 909 | 18,113 | 3,788 |
| **TOTAL METRO COUNTIES** | **4,052.1** | **1.6499** | **30.8** | **11.4** | **19.8** | **21.4** | **20.3** | **1,480.1** | **29,349,390** | **5,528,411** | **3,003,650** | **3,789,224** | **1,609,374** | **6,936,614** | **1,030,488** |
| **TOTAL STATE** | **6,295.2** | **2.5629** | **31.1** | **11.2** | **18.5** | **20.6** | **22.2** | **2,258.7** | **39,656,346** | **8,150,566** | **3,754,827** | **4,745,952** | **2,134,272** | **9,175,764** | **1,507,885** |

## GA.

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ALBANY** | **1,156,059** | **22,683** | **22.2** | **27.0** | **17.2** | **11.2** | **.0427** |
| Dougherty | 973,058 | 21,809 | 22.9 | 27.4 | 16.3 | 10.1 | .0383 |
| • Albany | 765,536 | 20,299 | 23.4 | 25.7 | 14.9 | 10.0 | .0333 |
| Lee | 183,021 | 30,793 | 17.7 | 23.4 | 23.4 | 19.2 | .0044 |
| SUBURBAN TOTAL | 390,523 | 29,450 | 19.0 | 30.2 | 23.6 | 14.6 | .0094 |
| **ATHENS** | **1,518,942** | **20,233** | **26.2** | **25.4** | **13.7** | **11.5** | **.0535** |
| Clarke | 894,798 | 19,391 | 25.9 | 22.8 | 12.5 | 13.4 | .0350 |
| • Athens | 447,187 | 15,936 | 29.1 | 19.8 | 9.5 | 10.6 | .0207 |
| Jackson | 273,830 | 21,419 | 26.0 | 29.8 | 14.8 | 8.6 | .0089 |
| Madison | 172,992 | 18,631 | 31.6 | 28.5 | 12.4 | 5.0 | .0049 |
| Oconee | 177,322 | 26,419 | 21.8 | 26.9 | 19.7 | 14.9 | .0047 |
| SUBURBAN TOTAL | 1,071,755 | 22,274 | 25.0 | 27.9 | 15.5 | 11.9 | .0328 |
| **ATLANTA** | **37,222,900** | **29,830** | **18.3** | **25.7** | **19.4** | **22.3** | **1.2013** |
| Barrow | 243,147 | 20,466 | 24.5 | 29.2 | 13.8 | 8.1 | .0086 |
| Butts | 160,428 | 23,154 | 24.7 | 25.9 | 16.1 | 14.2 | .0044 |
| Cherokee | 803,622 | 26,286 | 20.5 | 31.1 | 20.7 | 12.1 | .0232 |
| Clayton | 2,212,849 | 30,407 | 18.0 | 31.1 | 23.6 | 17.0 | .0811 |
| Cobb | 7,115,144 | 38,392 | 13.8 | 23.1 | 22.3 | 33.1 | .2075 |
| • Marietta | 756,500 | 27,054 | 20.7 | 27.3 | 17.0 | 20.5 | .0345 |
| Coweta | 519,973 | 23,737 | 21.4 | 25.7 | 17.4 | 13.8 | .0161 |
| De Kalb | 7,971,812 | 30,921 | 18.5 | 26.3 | 19.2 | 24.1 | .2765 |
| Douglas | 840,304 | 31,481 | 16.6 | 29.6 | 25.0 | 17.6 | .0259 |
| Fayette | 747,689 | 38,003 | 12.7 | 21.7 | 28.1 | 28.1 | .0189 |
| Forsyth | 450,844 | 25,217 | 21.9 | 29.5 | 17.0 | 15.1 | .0125 |
| Fulton | 9,095,272 | 23,602 | 21.5 | 22.4 | 13.6 | 20.4 | .3196 |
| • Atlanta | 5,566,259 | 19,365 | 24.2 | 22.1 | 11.7 | 14.9 | .2062 |
| Gwinnett | 4,231,837 | 35,041 | 14.1 | 27.4 | 25.7 | 24.4 | .1189 |
| Henry | 558,780 | 27,551 | 19.4 | 30.2 | 20.7 | 14.1 | .0152 |
| Newton | 413,885 | 23,937 | 22.5 | 29.2 | 18.5 | 12.0 | .0129 |
| Paulding | 322,826 | 23,000 | 22.0 | 31.3 | 16.2 | 8.9 | .0094 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Rockdale | 650,573 | 33,538 | 15.8 | 26.1 | 24.3 | 22.9 | .0202 |
| Spalding | 542,738 | 22,162 | 24.8 | 27.2 | 15.3 | 12.3 | .0199 |
| Walton | 341,177 | 21,989 | 24.7 | 27.5 | 16.3 | 10.5 | .0105 |
| SUBURBAN TOTAL | 30,900,141 | 32,231 | 17.0 | 26.3 | 21.2 | 24.1 | .9606 |
| **AUGUSTA** | **4,364,190** | **23,064** | **23.2** | **27.5** | **16.1** | **13.0** | **.1432** |
| Columbia | 695,862 | 27,766 | 20.0 | 28.9 | 20.5 | 16.1 | .0187 |
| McDuffie | 168,035 | 17,163 | 28.0 | 28.6 | 8.1 | 6.2 | .0065 |
| Richmond | 2,141,966 | 22,170 | 24.2 | 26.1 | 14.8 | 13.5 | .0758 |
| • Augusta | 454,318 | 14,287 | 27.0 | 19.3 | 8.5 | 8.2 | .0197 |
| *Aiken, S. C.* | *1,358,327* | *23,612* | *22.4* | *28.5* | *17.5* | *12.1* | *.0422* |
| SUBURBAN TOTAL | 3,909,872 | 24,607 | 22.6 | 28.8 | 17.4 | 13.8 | .1235 |
| **COLUMBUS** | **2,587,997** | **20,234** | **25.7** | **27.1** | **13.2** | **10.2** | **.0881** |
| Chattahoochee | 241,879 | 23,462 | 30.2 | 39.3 | 13.3 | 9.2 | .0055 |
| Muscogee | 1,938,642 | 21,088 | 25.2 | 27.1 | 13.9 | 11.4 | .0690 |
| • Columbus | 1,922,713 | 21,108 | 25.2 | 27.0 | 13.9 | 11.5 | .0686 |
| *Russell, Ala.* | *407,476* | *16,480* | *26.1* | *25.0* | *10.8* | *5.9* | *.0136* |
| SUBURBAN TOTAL | 665,284 | 18,060 | 26.8 | 27.2 | 11.3 | 6.6 | .0195 |
| **MACON - WARNER ROBINS** | **3,338,190** | **25,573** | **21.1** | **25.1** | **18.2** | **16.9** | **.1117** |
| Bibb | 1,780,872 | 23,700 | 21.8 | 24.5 | 16.3 | 15.8 | .0642 |
| • Macon | 1,319,716 | 21,593 | 23.0 | 24.4 | 14.7 | 13.8 | .0529 |
| Houston | 1,103,252 | 30,213 | 19.8 | 26.0 | 22.1 | 19.8 | .0350 |
| • Warner Robins | 637,983 | 30,548 | 19.4 | 26.9 | 23.1 | 18.8 | .0223 |
| Jones | 233,395 | 27,031 | 20.5 | 28.3 | 18.9 | 16.5 | .0055 |
| Peach | 220,671 | 21,150 | 22.7 | 22.5 | 16.0 | 13.7 | .0070 |
| SUBURBAN TOTAL | 1,380,491 | 28,337 | 19.8 | 25.1 | 20.0 | 19.5 | .0365 |
| **SAVANNAH** | **2,775,601** | **23,469** | **22.3** | **24.2** | **16.7** | **15.8** | **.0945** |
| Chatham | 2,507,598 | 23,031 | 22.7 | 24.1 | 16.2 | 15.6 | .0877 |
| • Savannah | 1,612,632 | 20,559 | 24.0 | 23.5 | 14.2 | 13.3 | .0628 |
| Effingham | 268,003 | 28,362 | 18.9 | 25.0 | 22.0 | 17.0 | .0068 |
| SUBURBAN TOTAL | 1,162,969 | 29,638 | 19.4 | 25.2 | 21.2 | 20.1 | .0317 |

**GA.** (cont.)

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| Appling | 127,074 | 16,598 | 28.3 | 26.4 | 8.8 | 6.6 | .0048 |
| Atkinson | 38,307 | 14,074 | 30.6 | 21.0 | 6.1 | 5.3 | .0013 |
| Bacon | 89,874 | 18,902 | 24.4 | 26.4 | 10.0 | 11.2 | .0029 |
| Baker | 24,057 | 14,930 | 28.3 | 22.0 | 9.3 | 4.0 | .0007 |
| Baldwin | 426,537 | 24,983 | 24.1 | 26.0 | 16.7 | 17.5 | .0140 |
| Banks | 84,261 | 17,955 | 31.6 | 30.0 | 9.3 | 5.1 | .0025 |
| Bartow | 447,961 | 21,038 | 26.2 | 31.7 | 13.8 | 7.2 | .0162 |
| Ben Hill | 143,933 | 15,643 | 27.5 | 23.4 | 10.7 | 5.7 | .0053 |
| Berrien | 125,371 | 19,106 | 26.4 | 28.0 | 11.2 | 8.3 | .0041 |
| Bleckley | 97,161 | 19,459 | 25.9 | 26.0 | 14.5 | 8.5 | .0031 |
| Brantley | 104,263 | 22,537 | 23.3 | 29.8 | 15.9 | 10.6 | .0027 |
| Brooks | 114,817 | 15,434 | 27.1 | 20.9 | 11.5 | 6.6 | .0041 |
| Bryan | 97,854 | 17,770 | 28.6 | 32.3 | 8.2 | 3.9 | .0032 |
| Bulloch | 332,727 | 19,086 | 27.0 | 26.7 | 11.6 | 9.5 | .0131 |
| Burke | 188,563 | 19,174 | 25.1 | 23.0 | 14.0 | 11.1 | .0062 |
| Calhoun | 34,564 | 17,135 | 24.2 | 25.9 | 8.3 | 8.9 | .0013 |
| Camden | 166,237 | 20,871 | 23.6 | 24.1 | 16.0 | 11.5 | .0062 |
| Candler | 60,118 | 15,120 | 30.7 | 22.2 | 8.1 | 6.9 | .0023 |
| Carroll | 661,900 | 22,744 | 23.1 | 29.1 | 15.2 | 11.8 | .0221 |
| ☐ Catoosa | 408,736 | 24,169 | 22.3 | 30.3 | 18.4 | 10.4 | .0149 |
| Charlton | 68,547 | 19,969 | 26.8 | 28.2 | 13.5 | 8.1 | .0022 |
| Chattooga | 182,428 | 18,838 | 28.4 | 30.5 | 11.3 | 5.4 | .0069 |
| Clay | 24,061 | 12,317 | 26.5 | 16.8 | 8.3 | 6.8 | .0006 |
| Clinch | 56,381 | 17,714 | 29.2 | 23.3 | 15.1 | 6.4 | .0017 |
| Coffee | 241,536 | 16,798 | 28.2 | 26.2 | 9.1 | 6.8 | .0094 |
| Colquitt | 333,942 | 18,305 | 28.5 | 24.8 | 13.0 | 8.3 | .0115 |
| Cook | 118,668 | 18,275 | 30.7 | 28.2 | 8.8 | 8.1 | .0038 |
| Crawford | 71,661 | 22,286 | 21.8 | 29.9 | 16.4 | 8.3 | .0019 |
| Crisp | 155,203 | 15,527 | 26.6 | 24.7 | 9.1 | 5.1 | .0074 |
| ☐ Dade | 99,921 | 18,789 | 25.6 | 31.1 | 10.9 | 5.2 | .0035 |
| Dawson | 59,474 | 19,070 | 26.1 | 29.5 | 12.2 | 6.2 | .0017 |
| Decatur | 230,570 | 18,830 | 26.6 | 27.2 | 11.7 | 8.4 | .0081 |
| Dodge | 142,988 | 17,526 | 23.6 | 23.2 | 11.7 | 8.9 | .0054 |
| Dooly | 67,151 | 13,659 | 30.3 | 19.8 | 7.5 | 3.6 | .0030 |
| Early | 103,117 | 14,439 | 25.7 | 21.9 | 9.2 | 7.6 | .0036 |
| Echols | 21,347 | 21,526 | 21.3 | 28.6 | 14.0 | 11.3 | .0006 |
| Elbert | 159,860 | 17,660 | 28.3 | 27.7 | 11.4 | 4.9 | .0062 |
| Emanuel | 164,032 | 15,125 | 29.8 | 24.0 | 7.5 | 5.9 | .0065 |
| Evans | 69,098 | 17,154 | 29.5 | 24.8 | 10.3 | 7.0 | .0027 |
| Fannin | 123,569 | 14,967 | 31.2 | 23.6 | 8.6 | 4.0 | .0044 |
| Floyd | 875,760 | 22,716 | 24.0 | 27.8 | 16.6 | 11.8 | .0288 |
| Franklin | 153,274 | 19,310 | 24.8 | 27.1 | 13.9 | 7.3 | .0059 |
| Gilmer | 92,451 | 15,179 | 30.7 | 27.0 | 6.8 | 3.3 | .0033 |
| Glascock | 18,833 | 16,409 | 26.6 | 23.0 | 9.0 | 9.0 | .0006 |
| Glynn | 681,813 | 22,148 | 23.6 | 27.3 | 15.2 | 12.2 | .0232 |
| Gordon | 310,676 | 21,044 | 26.6 | 30.7 | 14.0 | 8.2 | .0111 |
| Grady | 159,183 | 15,498 | 29.7 | 23.7 | 10.1 | 4.4 | .0063 |

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Greene | 83,937 | 16,312 | 29.2 | 26.2 | 8.8 | 4.7 | .0030 |
| Habersham | 273,028 | 21,140 | 26.7 | 29.8 | 13.8 | 8.9 | .0092 |
| Hall | 1,082,131 | 26,150 | 21.5 | 28.2 | 17.9 | 16.5 | .0349 |
| Hancock | 56,646 | 13,745 | 31.4 | 21.2 | 6.4 | 4.0 | .0020 |
| Haralson | 174,249 | 18,127 | 28.7 | 29.0 | 10.7 | 5.5 | .0055 |
| Harris | 185,931 | 21,858 | 21.4 | 28.0 | 14.1 | 11.6 | .0048 |
| Hart | 171,620 | 19,561 | 28.1 | 30.0 | 11.1 | 7.9 | .0055 |
| Heard | 68,252 | 21,127 | 26.6 | 27.6 | 15.0 | 10.0 | .0020 |
| Irwin | 69,478 | 14,618 | 33.7 | 18.4 | 10.2 | 5.5 | .0020 |
| Jasper | 90,323 | 22,176 | 22.3 | 24.8 | 17.8 | 13.0 | .0024 |
| Jeff Davis | 93,839 | 17,008 | 29.8 | 27.6 | 8.7 | 5.3 | .0036 |
| Jefferson | 143,106 | 15,106 | 25.9 | 22.6 | 9.8 | 6.7 | .0050 |
| Jenkins | 55,294 | 13,108 | 28.1 | 20.7 | 6.5 | 5.1 | .0023 |
| Johnson | 70,430 | 15,837 | 26.0 | 25.4 | 10.0 | 5.7 | .0021 |
| Lamar | 116,646 | 19,981 | 26.1 | 28.4 | 12.2 | 9.4 | .0036 |
| Lanier | 49,559 | 18,540 | 27.8 | 24.8 | 11.5 | 10.2 | .0016 |
| Laurens | 367,650 | 19,255 | 26.4 | 24.0 | 14.6 | 9.8 | .0142 |
| Liberty | 386,983 | 17,569 | 35.3 | 27.7 | 9.7 | 5.7 | .0119 |
| Lincoln | 48,511 | 17,175 | 28.1 | 30.1 | 8.8 | 4.0 | .0018 |
| Long | 43,165 | 18,022 | 28.6 | 22.3 | 16.8 | 6.5 | .0011 |
| Lowndes | 678,323 | 18,846 | 27.7 | 26.5 | 12.1 | 8.6 | .0260 |
| Lumpkin | 130,165 | 22,042 | 24.6 | 27.1 | 17.2 | 10.4 | .0038 |
| McIntosh | 64,294 | 15,988 | 26.7 | 23.4 | 11.1 | 5.3 | .0024 |
| Macon | 129,477 | 18,008 | 25.3 | 22.2 | 12.2 | 10.6 | .0037 |
| Marion | 40,890 | 17,857 | 22.5 | 25.8 | 8.8 | 9.0 | .0014 |
| Meriwether | 195,422 | 20,880 | 23.0 | 25.4 | 14.2 | 12.1 | .0062 |
| Miller | 47,344 | 13,611 | 30.6 | 21.3 | 7.3 | 4.0 | .0018 |
| Mitchell | 166,857 | 16,994 | 24.9 | 23.1 | 12.1 | 8.1 | .0058 |
| Monroe | 141,526 | 19,686 | 26.9 | 28.9 | 12.1 | 8.3 | .0046 |
| Montgomery | 55,887 | 16,671 | 31.4 | 23.5 | 8.7 | 8.7 | .0024 |
| Morgan | 99,704 | 17,906 | 29.4 | 27.0 | 11.2 | 6.7 | .0041 |
| Murray | 210,448 | 20,578 | 26.5 | 33.8 | 11.3 | 6.4 | .0068 |
| Oglethorpe | 92,854 | 20,092 | 26.0 | 26.2 | 15.6 | 8.4 | .0027 |
| Pickens | 125,833 | 18,707 | 28.2 | 25.0 | 12.7 | 8.0 | .0043 |
| Pierce | 111,811 | 19,284 | 24.8 | 27.6 | 12.4 | 8.4 | .0034 |
| Pike | 97,608 | 23,641 | 23.1 | 25.2 | 20.5 | 11.5 | .0026 |
| Polk | 315,553 | 20,466 | 23.5 | 28.0 | 15.2 | 7.8 | .0101 |
| Pulaski | 79,763 | 18,297 | 23.5 | 23.4 | 14.6 | 8.8 | .0028 |
| Putnam | 115,057 | 20,218 | 22.8 | 28.2 | 12.1 | 10.1 | .0035 |
| Quitman | 16,484 | 14,435 | 30.1 | 19.3 | 10.0 | 5.5 | .0006 |
| Rabun | 109,868 | 18,7[illegible]7 | 27.9 | 25.3 | 12.1 | 9.4 | .0037 |
| Randolph | 71,537 | 13,488 | 25.1 | 22.7 | 7.0 | 5.3 | .0024 |
| Schley | 24,840 | 18,000 | 21.8 | 27.1 | 9.1 | 8.3 | .0010 |
| Screven | 127,552 | 15,088 | 27.1 | 22.0 | 9.5 | 6.7 | .0042 |
| Seminole | 79,322 | 17,383 | 24.7 | 23.5 | 10.2 | 10.3 | .0027 |
| Stephens | 206,734 | 19,178 | 29.0 | 29.0 | 13.8 | 5.2 | .0077 |
| Stewart | 36,439 | 13,577 | 26.8 | 21.0 | 8.7 | 4.2 | .0012 |
| Sumter | 282,301 | 19,915 | 24.7 | 25.7 | 12.9 | 11.2 | .0107 |

CONSIDER KNOXVILLE FIRST!

- SECOND IN THE U.S. in disposable income spent on retail sales.*
- SECOND IN TENNESSEE in estimated population growth to 1991.**
- 67% PENETRATION with our papers over any five weekday period.***

For 75 pages of additional reasons contact the Knoxville News Sentinel Company and request our comprehensive Market Profile.

Source: *Market Economics Institute of New York; **Survey of Buying Power, 1987; ***Belden Associates, 1987

KNOXVILLE NEWS SENTINEL COMPANY
The Knoxville News-Sentinel
The Knoxville Journal

P.O. Box 59038
Knoxville, TN 37950-9038
(615) 523-3131
*Represented nationally by*
SAWYER•WALKER•FERGUSON•COMPANY, INC.

## GA. (cont.)

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Talbot | 50,559 | 18,167 | 27.5 | 27.9 | 9.4 | 8.5 | .0014 |
| Taliaferro | 11,592 | 11,000 | 32.0 | 16.7 | 3.3 | 1.4 | .0005 |
| Tattnall | 138,840 | 15,363 | 30.6 | 22.0 | 9.2 | 6.4 | .0047 |
| Taylor | 81,775 | 19,526 | 23.3 | 22.6 | 12.5 | 13.9 | .0024 |
| Telfair | 88,464 | 15,587 | 28.4 | 22.7 | 9.6 | 6.7 | .0032 |
| Terrell | 98,330 | 17,330 | 23.7 | 21.7 | 11.1 | 11.1 | .0032 |
| Thomas | 360,457 | 19,891 | 26.3 | 26.7 | 13.3 | 9.7 | .0128 |
| Tift | 337,382 | 19,575 | 26.2 | 24.8 | 13.9 | 10.4 | .0136 |
| Toombs | 212,560 | 17,205 | 25.5 | 24.7 | 11.0 | 7.4 | .0072 |
| Towns | 61,781 | 14,825 | 28.9 | 24.1 | 7.2 | 5.6 | .0020 |
| Treutlen | 35,414 | 14,873 | 26.2 | 22.3 | 8.2 | 7.0 | .0014 |
| Troup | 573,819 | 21,834 | 22.6 | 26.6 | 14.4 | 12.5 | .0201 |
| Turner | 55,645 | 12,248 | 30.6 | 18.4 | 5.0 | 4.2 | .0026 |
| Twiggs | 101,062 | 23,462 | 22.2 | 26.7 | 17.7 | 12.2 | .0027 |
| Union | 90,570 | 15,297 | 32.6 | 21.5 | 7.8 | 6.1 | .0028 |
| Upson | 278,187 | 21,681 | 26.0 | 28.7 | 14.8 | 10.1 | .0090 |
| ☐ Walker | 569,388 | 22,294 | 25.2 | 29.7 | 16.0 | 9.3 | .0183 |
| Ware | 344,545 | 18,755 | 26.4 | 25.2 | 12.7 | 9.4 | .0139 |
| Warren | 44,902 | 16,833 | 25.7 | 27.3 | 7.6 | 7.9 | .0015 |
| Washington | 171,365 | 18,739 | 25.2 | 23.9 | 13.0 | 10.2 | .0059 |
| Wayne | 200,335 | 19,538 | 26.8 | 23.3 | 14.9 | 10.9 | .0075 |
| Webster | 20,480 | 16,840 | 27.7 | 20.3 | 10.5 | 11.6 | .0006 |
| Wheeler | 38,608 | 14,443 | 29.1 | 23.2 | 7.1 | 6.1 | .0011 |
| White | 96,298 | 15,861 | 26.9 | 27.9 | 7.5 | 4.2 | .0031 |
| Whitfield | 759,685 | 23,456 | 24.3 | 30.8 | 16.8 | 10.7 | .0277 |
| Wilcox | 51,903 | 14,451 | 27.7 | 20.9 | 10.7 | 4.0 | .0017 |
| Wilkes | 95,089 | 17,364 | 24.1 | 24.2 | 13.1 | 6.8 | .0036 |
| Wilkinson | 106,947 | 23,446 | 22.4 | 28.4 | 17.2 | 11.1 | .0030 |
| Worth | 162,063 | 19,257 | 24.7 | 27.3 | 13.2 | 7.9 | .0052 |
| **TOTAL METRO COUNTIES** | **52,276,121** | **27,340** | **20.0** | **25.8** | **18.3** | **19.4** | **1.7159** |
| **TOTAL STATE** | **72,490,751** | **24,088** | **22.2** | **26.0** | **16.4** | **15.8** | **2.4143** |

# Hawaii

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **HONOLULU** | **836.2** | **.3404** | **30.3** | **13.5** | **20.3** | **20.1** | **20.4** | **262.2** |
| Honolulu | 836.2 | .3404 | 30.3 | 13.5 | 20.3 | 20.1 | 20.4 | 262.2 |
| • Honolulu | 398.5 | .1622 | 33.4 | 11.7 | 20.6 | 19.9 | 26.8 | 144.1 |
| SUBURBAN TOTAL | 437.7 | .1782 | 27.4 | 15.0 | 19.9 | 20.4 | 14.6 | 118.1 |
| **OTHER COUNTIES** | | | | | | | | |
| Hawaii | 113.8 | .0464 | 31.6 | 9.4 | 18.8 | 18.2 | 24.9 | 36.8 |
| Kauai | 47.0 | .0191 | 32.1 | 8.8 | 18.7 | 18.7 | 25.9 | 14.9 |
| Maui | 91.8 | .0374 | 31.9 | 9.4 | 19.9 | 19.0 | 24.8 | 29.9 |
| **TOTAL METRO COUNTIES** | **836.2** | **.3404** | **30.3** | **13.5** | **20.3** | **20.1** | **20.4** | **262.2** |
| **TOTAL STATE** | **1,088.8** | **.4433** | **30.6** | **12.5** | **20.1** | **19.7** | **21.5** | **343.8** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA County City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **HONOLULU** | **5,567,310** | **949,271** | **1,065,577** | **725,326** | **148,764** | **809,325** | **359,131** |
| Honolulu | 5,567,310 | 949,271 | 1,065,577 | 725,326 | 148,764 | 809,325 | 359,131 |
| • Honolulu | 4,028,560 | 613,316 | 857,644 | 534,783 | 120,147 | 464,860 | 236,835 |
| SUBURBAN TOTAL | 1,538,750 | 335,955 | 207,933 | 190,543 | 28,617 | 344,465 | 122,296 |
| **OTHER COUNTIES** | | | | | | | |
| Hawaii | 708,421 | 190,469 | 84,918 | 48,220 | 34,200 | 116,198 | 41,301 |
| Kauai | 357,880 | 95,321 | 57,160 | 19,323 | 13,354 | 42,719 | 17,752 |
| Maui | 759,254 | 162,475 | 143,885 | 64,198 | 35,631 | 78,662 | 35,946 |
| **TOTAL METRO COUNTIES** | **5,567,310** | **949,271** | **1,065,577** | **725,326** | **148,764** | **809,325** | **359,131** |
| **TOTAL STATE** | **7,392,865** | **1,397,536** | **1,351,540** | **857,067** | **231,949** | **1,046,904** | **454,130** |

When your advertising plans demand great market coverage, consider this....

Hawaii's most important medium has a metro market coverage of 70% – greater than any other major metro newspaper.* And, we can deliver over 90% of Honolulu's upscale adults!**

You can reach this special market with one easy buy. You'd better check us out!

For more information call our National Advertising Department (808)525-[illegible]

| | | | |
|---|---|---|---|
| Young | Adults 18 | 68% | 88% |
| Affluent | HHI $50,000 | 85% | 93% |
| Educated | College Graduates | 84% | 92% |

[illegible]

Hawaii Newspaper Agency

Agent for
The Honolulu Advertiser
and Honolulu Star-Bulletin

Represented by Gannett National Sales

## HAWAII

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over — A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **HONOLULU** | **11,745,549** | **32,848** | **19.0** | **23.7** | **18.5** | **28.3** | **.3595** |
| Honolulu | 11,745,549 | 32,848 | 19.0 | 23.7 | 18.5 | 28.3 | .3595 |
| • Honolulu | 6,228,867 | 30,758 | 19.7 | 23.9 | 16.7 | 27.1 | .2079 |
| SUBURBAN TOTAL | 5,516,682 | 35,278 | 18.2 | 23.4 | 20.6 | 29.7 | .1516 |
| **OTHER COUNTIES** | | | | | | | |
| Hawaii | 1,283,035 | 25,605 | 22.3 | 26.4 | 16.7 | 17.7 | .0431 |
| Kauai | 567,006 | 29,175 | 20.4 | 28.3 | 19.9 | 19.9 | .0196 |
| Maui | 1,088,401 | 27,473 | 20.2 | 27.4 | 18.7 | 18.0 | .0393 |
| **TOTAL METRO COUNTIES** | **11,745,549** | **32,848** | **19.0** | **23.7** | **18.5** | **28.3** | **.3595** |
| **TOTAL STATE** | **14,683,991** | **31,272** | **19.6** | **24.4** | **18.4** | **25.9** | **.4615** |

# Idaho

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group — 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **BOISE** | **204.0** | **.0831** | **30.3** | **11.4** | **20.4** | **20.2** | **20.3** | **76.4** |
| Ada | 204.0 | .0831 | 30.3 | 11.4 | 20.4 | 20.2 | 20.3 | 76.4 |
| • Boise | 114.0 | .0464 | 31.2 | 12.9 | 20.4 | 19.0 | 23.2 | 46.1 |
| SUBURBAN TOTAL | 90.0 | .0367 | 29.3 | 9.6 | 20.6 | 21.6 | 16.6 | 30.3 |
| **OTHER COUNTIES** | | | | | | | | |
| Adams | 3.6 | .0014 | 33.9 | 7.9 | 15.6 | 21.5 | 26.8 | 1.2 |
| Bannock | 70.0 | .0285 | 28.1 | 13.4 | 19.4 | 17.7 | 18.9 | 24.3 |
| Pocatello | 44.4 | .0181 | 28.5 | 15.3 | 19.7 | 16.9 | 20.2 | 16.5 |
| Bear Lake | 7.0 | .0029 | 29.4 | 8.6 | 14.5 | 16.2 | 25.7 | 2.4 |
| Benewah | 9.1 | .0037 | 31.9 | 8.5 | 17.6 | 20.5 | 24.0 | 3.2 |
| Bingham | 38.9 | .0158 | 27.2 | 9.0 | 15.9 | 17.9 | 19.6 | 11.7 |
| Blaine | 13.0 | .0053 | 30.5 | 11.3 | 28.5 | 21.2 | 16.0 | 5.4 |
| Boise | 3.5 | .0015 | 31.6 | 8.7 | 19.6 | 20.1 | 23.2 | 1.5 |
| Bonner | 28.7 | .0116 | 32.8 | 7.6 | 19.2 | 19.9 | 25.9 | 10.3 |
| Bonneville | 72.0 | .0294 | 28.1 | 10.5 | 17.6 | 19.3 | 18.6 | 23.6 |
| Boundary | 7.8 | .0031 | 31.6 | 7.6 | 17.7 | 19.3 | 24.6 | 2.6 |
| Butte | 3.2 | .0013 | 30.7 | 7.8 | 15.3 | 18.9 | 24.6 | 1.0 |
| Camas | .8 | .0004 | 32.6 | 8.8 | 16.0 | 21.5 | 24.6 | .3 |
| Canyon | 91.2 | .0371 | 31.0 | 10.4 | 16.3 | 18.2 | 25.3 | 31.2 |
| Caribou | 6.7 | .0035 | 27.0 | 10.1 | 17.0 | 18.0 | 18.4 | 3.0 |
| Cassia | 20.6 | .0084 | 28.1 | 9.3 | 15.4 | 17.1 | 22.3 | 6.4 |
| Clark | .7 | .0003 | 31.4 | 9.4 | 14.1 | 22.2 | 22.7 | .3 |
| Clearwater | 9.3 | .0038 | 32.1 | 9.4 | 16.7 | 21.9 | 23.2 | 3.3 |
| Custer | 4.9 | .0020 | 34.2 | 6.7 | 16.7 | 21.7 | 27.0 | 2.0 |
| Elmore | 21.6 | .0088 | 26.3 | 17.1 | 19.6 | 18.8 | 14.0 | 7.0 |
| Franklin | 9.3 | .0038 | 28.2 | 8.3 | 13.2 | 15.6 | 25.6 | 2.8 |
| Fremont | 11.1 | .0045 | 27.9 | 8.7 | 14.7 | 17.4 | 22.1 | 3.6 |
| Gem | 12.3 | .0050 | 33.9 | 8.2 | 14.6 | 19.0 | 29.4 | 4.3 |
| Gooding | 12.4 | .0050 | 34.5 | 8.2 | 14.2 | 18.3 | 31.0 | 4.4 |
| Idaho | 14.7 | .0060 | 33.1 | 8.5 | 16.2 | 19.6 | 27.4 | 5.4 |
| Jefferson | 17.2 | .0070 | 26.7 | 9.5 | 15.7 | 17.0 | 20.0 | 5.2 |
| Jerome | 16.1 | .0066 | 31.2 | 9.2 | 16.2 | 18.2 | 25.6 | 5.5 |
| Kootenai | 72.7 | .0296 | 32.3 | 8.9 | 18.1 | 20.7 | 24.4 | 26.1 |
| Latah | 29.2 | .0119 | 28.0 | 22.3 | 20.0 | 16.5 | 19.6 | 10.7 |
| Lemhi | 7.1 | .0029 | 33.3 | 7.6 | 16.5 | 20.3 | 26.9 | 2.7 |
| Lewis | 3.9 | .0015 | 34.6 | 8.3 | 15.0 | 19.7 | 29.7 | 1.4 |
| Lincoln | 3.4 | .0014 | 32.4 | 7.7 | 16.8 | 17.6 | 28.1 | 1.2 |
| Madison | 22.8 | .0093 | 22.1 | 31.4 | 12.5 | 11.9 | 12.4 | 5.7 |
| Minidoka | 21.1 | .0086 | 28.8 | 9.9 | 15.4 | 17.3 | 23.2 | 6.8 |
| Nez Perce | 33.8 | .0138 | 33.4 | 10.0 | 16.8 | 19.5 | 27.8 | 12.9 |
| Oneida | 3.5 | .0014 | 33.5 | 6.8 | 12.6 | 15.9 | 32.3 | 1.1 |
| Owyhee | 8.7 | .0035 | 30.3 | 9.3 | 14.9 | 17.3 | 25.7 | 2.9 |
| Payette | 16.8 | .0069 | 34.1 | 8.1 | 14.1 | 19.3 | 29.4 | 6.0 |
| Power | 7.6 | .0031 | 29.1 | 8.4 | 18.6 | 18.8 | 20.3 | 2.6 |
| Shoshone | 17.1 | .0069 | 31.3 | 9.3 | 17.5 | 18.8 | 24.8 | 6.1 |
| Teton | 3.3 | .0014 | 28.8 | 9.2 | 17.5 | 16.6 | 22.6 | .9 |
| Twin Falls | 55.9 | .0227 | 32.4 | 9.8 | 16.0 | 18.6 | 27.3 | 19.6 |
| Valley | 6.8 | .0028 | 31.7 | 8.2 | 22.7 | 20.9 | 21.6 | 2.3 |
| Washington | 8.5 | .0035 | 35.8 | 7.0 | 13.8 | 17.5 | 33.5 | 3.1 |
| **TOTAL METRO COUNTIES** | **204.0** | **.0831** | **30.3** | **11.4** | **20.4** | **20.2** | **20.3** | **76.4** |
| **TOTAL STATE** | **1,033.9** | **.4210** | **30.1** | **11.0** | **17.9** | **18.8** | **22.4** | **360.4** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BOISE** | **1,121,702** | **268,435** | **139,489** | **103,041** | **60,661** | **222,528** | **60,229** |
| Ada | 1,121,702 | 268,435 | 139,489 | 103,041 | 60,661 | 222,528 | 60,229 |
| • Boise | 874,872 | 185,409 | 113,627 | 87,474 | 50,571 | 183,573 | 42,878 |
| SUBURBAN TOTAL | 246,830 | 83,026 | 25,862 | 15,567 | 10,090 | 38,955 | 17,351 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 9,871 | 4,953 | 718 | | | 1,933 | 71 |
| Bannock | 341,647 | 72,879 | 27,848 | 53,418 | 12,560 | 79,994 | 17,201 |
| Pocatello | 278,274 | 57,627 | 22,309 | 38,133 | 10,471 | 70,917 | 16,100 |
| Bear Lake | 25,223 | 9,532 | 1,077 | 911 | 599 | 3,730 | 306 |
| Benewah | 26,675 | 10,299 | 1,597 | | 109 | 7,815 | 1,338 |
| Bingham | 118,942 | 36,622 | 6,685 | 5,410 | 3,714 | 33,453 | 4,387 |
| Blaine | 121,550 | 29,994 | 19,594 | 301 | 9,175 | 12,052 | 5,802 |
| Boise | 2,642 | 1,104 | 529 | 58 | 79 | 119 | |
| Bonner | 145,321 | 42,520 | 12,428 | 3,591 | 5,942 | 34,920 | 6,518 |
| Bonneville | 450,913 | 93,157 | 32,520 | 57,214 | 27,408 | 95,067 | 15,836 |
| Boundary | 40,929 | 15,026 | 2,010 | 1,857 | 740 | 9,586 | 598 |
| Butte | 9,377 | 1,505 | 618 | | 596 | 2,087 | 1,099 |
| Camas | 1,179 | 175 | 570 | 305 | | | |
| Canyon | 516,892 | 116,504 | 31,066 | 52,584 | 18,359 | 151,247 | 15,302 |
| Caribou | 30,318 | 7,267 | 1,996 | 1,492 | 1,320 | 8,538 | 760 |
| Cassia | 201,731 | 44,702 | 12,836 | 9,560 | 8,408 | 67,019 | 8,249 |
| Clark | 1,364 | 171 | 348 | 77 | | 91 | |
| Clearwater | 26,249 | 10,120 | 3,999 | 486 | 774 | 5,869 | 321 |
| Custer | 27,042 | 8,933 | 2,882 | | 701 | 1,126 | 745 |
| Elmore | 82,777 | 23,333 | 5,765 | 2,484 | 958 | 19,568 | 1,842 |
| Franklin | 33,313 | 9,403 | 1,607 | 1,898 | 2,322 | 7,118 | 1,136 |
| Fremont | 27,808 | 8,704 | 2,265 | 814 | 680 | 5,787 | 403 |
| Gem | 37,602 | 13,091 | [illegible] | 1,628 | 1,558 | 8,518 | 1,199 |
| Gooding | 49,144 | 10,118 | 4,140 | 5,402 | 1,093 | 7,807 | 2,457 |
| Idaho | 42,714 | 14,484 | 3,739 | 2,473 | 2,532 | 5,125 | 2,737 |
| Jefferson | 46,360 | 25,931 | 1,179 | 517 | 1,238 | 7,200 | 1,984 |
| Jerome | 73,161 | 24,784 | 3,704 | 4,048 | 2,211 | 13,108 | 957 |
| Kootenai | 357,843 | 93,513 | 28,890 | 23,135 | 10,697 | 92,140 | 13,892 |
| Latah | 159,576 | 32,614 | 12,669 | 26,149 | 10,911 | 30,982 | 9,090 |
| Lemhi | 39,909 | 6,983 | 2,591 | 2,158 | 631 | 9,640 | 994 |
| Lewis | 14,753 | 4,638 | 1,597 | 701 | 89 | 641 | 947 |
| Lincoln | 16,419 | 3,447 | 1,198 | 794 | 1,309 | 375 | 1,348 |
| Madison | 125,081 | 23,419 | 7,408 | 10,685 | 21,627 | 21,326 | 5,775 |
| Minidoka | 50,517 | 14,906 | 3,024 | 1,801 | 1,868 | 14,035 | 1,283 |
| Nez Perce | 250,307 | 47,391 | 21,735 | 33,105 | 13,678 | 66,505 | 13,543 |
| Oneida | 10,033 | 2,824 | 693 | 470 | 184 | 3,883 | |
| Owyhee | 24,459 | 12,529 | 1,206 | 1,616 | 437 | 1,268 | 296 |
| Payette | 48,785 | 17,956 | 3,198 | 1,636 | 2,484 | 11,314 | 826 |
| Power | 15,073 | 5,656 | 2,745 | 362 | 259 | 1,008 | 260 |
| Shoshone | 71,083 | 24,741 | 4,328 | 212 | 1,032 | 9,695 | 2,997 |
| Teton | 12,037 | 3,611 | 1,195 | 987 | 464 | 998 | 76 |
| Twin Falls | 388,242 | 76,188 | 32,431 | 47,990 | 23,613 | 97,196 | 16,628 |
| Valley | 38,150 | 10,309 | 6,135 | 1,374 | 838 | 3,235 | 243 |
| Washington | 18,069 | 6,223 | 2,071 | 2,071 | 212 | 3,287 | 645 |
| **TOTAL METRO COUNTIES** | **1,121,702** | **268,435** | **139,489** | **103,041** | **60,661** | **222,528** | **60,229** |
| **TOTAL STATE** | **5,252,782** | **1,290,694** | **456,269** | **464,815** | **254,070** | **1,178,933** | **220,320** |

## IDAHO

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BOISE** | **2,490,952** | **24,790** | **24.5** | **29.2** | **17.6** | **13.5** | **.0773** |
| Ada | 2,490,952 | 24,790 | 24.5 | 29.2 | 17.6 | 13.5 | .0773 |
| • Boise | 1,484,651 | 23,721 | 25.5 | 28.1 | 16.4 | 13.5 | .0495 |
| SUBURBAN TOTAL | 1,006,301 | 26,324 | 23.0 | 30.8 | 19.3 | 13.6 | .0278 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 28,849 | 19,647 | 27.5 | 33.7 | 10.4 | 4.9 | .0009 |
| Bannock | 693,440 | 23,126 | 24.0 | 32.3 | 16.5 | 8.7 | .0231 |
| Pocatello | 465,102 | 22,427 | 24.4 | 31.5 | 16.2 | 8.4 | .0163 |
| Bear Lake | 59,211 | 20,355 | 26.2 | 34.0 | 11.4 | 5.5 | .0020 |
| Benewah | 83,683 | 22,272 | 20.1 | 35.1 | 13.9 | 6.7 | .0026 |
| Bingham | 337,628 | 22,723 | 24.8 | 30.6 | 16.0 | 10.2 | .0106 |
| Blaine | 164,330 | 20,722 | 30.0 | 27.8 | 13.3 | 10.8 | .0061 |
| Boise | 36,268 | 19,700 | 29.6 | 33.1 | 11.5 | 4.3 | .0009 |
| Bonner | 208,497 | 15,185 | 30.1 | 24.7 | 8.7 | 3.8 | .0084 |
| Bonneville | 733,577 | 25,185 | 23.3 | 31.8 | 18.1 | 12.0 | .0261 |
| Boundary | 57,855 | 17,290 | 28.5 | 28.7 | 11.5 | 3.1 | .0023 |
| Butte | 32,553 | 23,444 | 24.0 | 25.6 | 17.5 | 14.2 | .0010 |
| Camas | 9,734 | 24,200 | 24.3 | 36.3 | 14.7 | 12.0 | .0002 |
| Canyon | 806,391 | 19,080 | 29.9 | 28.7 | 12.3 | 6.7 | .0300 |
| Caribou | 87,130 | 25,000 | 20.5 | 40.8 | 13.6 | 8.3 | .0027 |
| Cassia | 160,594 | 18,817 | 30.1 | 28.6 | 12.2 | 6.3 | .0082 |
| Clark | 7,484 | 19,000 | 32.3 | 31.7 | 6.3 | 8.7 | .0001 |
| Clearwater | 96,306 | 24,227 | 23.0 | 32.0 | 17.4 | 9.7 | .0028 |
| Custer | 47,196 | 17,527 | 31.6 | 27.3 | 10.1 | 6.0 | .0017 |
| Elmore | 163,686 | 16,382 | 40.9 | 26.3 | 7.8 | 3.5 | .0058 |
| Franklin | 64,547 | 18,833 | 34.3 | 32.5 | 10.2 | 3.3 | .0025 |
| Fremont | 112,373 | 24,300 | 22.1 | 31.4 | 17.3 | 11.7 | .0032 |
| Gem | 94,597 | 16,158 | 26.7 | 26.2 | 10.7 | 4.7 | .0032 |
| Gooding | 107,425 | 17,577 | 32.1 | 26.5 | 9.5 | 6.7 | .0036 |
| Idaho | 123,811 | 17,716 | 31.4 | 28.0 | 10.6 | 4.6 | .0040 |
| Jefferson | 120,636 | 18,617 | 29.1 | 30.3 | 11.3 | 4.5 | .0041 |
| Jerome | 140,347 | 19,285 | 30.8 | 29.8 | 10.7 | 7.4 | .0049 |
| Kootenai | 743,198 | 21,764 | 25.9 | 28.1 | 15.9 | 10.0 | .0245 |
| Latah | 328,654 | 21,650 | 26.6 | 26.7 | 14.7 | 11.9 | .0107 |
| Lemhi | 54,230 | 15,404 | 35.8 | 23.5 | 9.3 | 2.3 | .0022 |
| Lewis | 39,163 | 22,300 | 25.1 | 30.7 | 16.9 | 8.0 | .0011 |
| Lincoln | 23,998 | 15,526 | 34.4 | 26.4 | 6.9 | 2.8 | .0011 |
| Madison | 160,093 | 20,734 | 29.8 | 29.9 | 12.7 | 9.4 | .0067 |
| Minidoka | 206,564 | 23,453 | 25.5 | 33.8 | 16.0 | 9.6 | .0060 |
| Nez Perce | 391,013 | 23,521 | 21.8 | 27.1 | 17.0 | 12.4 | .0136 |
| Oneida | 27,598 | 19,933 | 27.4 | 30.0 | 15.1 | 4.7 | .0010 |
| Owyhee | 57,735 | 13,937 | 33.7 | 19.7 | 6.2 | 4.3 | .0021 |
| Payette | 145,691 | 18,086 | 30.6 | 27.1 | 10.5 | 6.9 | .0046 |
| Power | 75,849 | 22,647 | 23.8 | 32.9 | 14.4 | 9.6 | .0020 |
| Shoshone | 218,120 | 29,920 | 18.5 | 26.5 | 22.2 | 18.0 | .0062 |
| Teton | 20,638 | 17,464 | 32.9 | 29.0 | 9.3 | 4.9 | .0010 |
| Twin Falls | 573,375 | 21,499 | 27.5 | 29.8 | 13.7 | 10.3 | .0209 |
| Valley | 62,701 | 21,427 | 29.6 | 31.1 | 15.9 | 7.4 | .0023 |
| Washington | 71,477 | 15,811 | 30.9 | 23.5 | 9.1 | 6.8 | .0022 |
| **TOTAL METRO COUNTIES** | **2,490,952** | **24,790** | **24.5** | **29.2** | **17.6** | **13.5** | **.0773** |
| **TOTAL STATE** | **10,269,197** | **21,506** | **26.7** | **29.2** | **14.7** | **9.7** | **.3465** |

# Illinois

S&MM ESTIMATES

### POPULATION—12/31/87

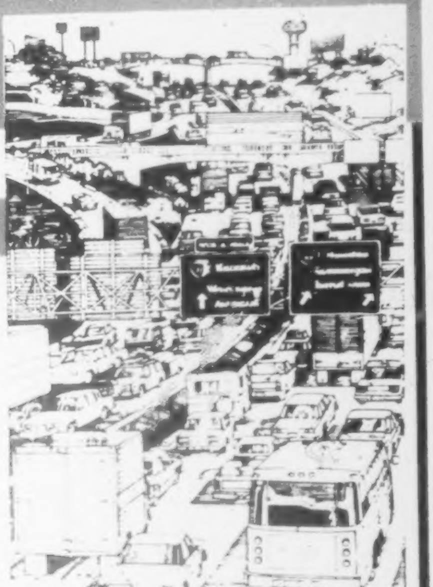
| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | |
| **AURORA - ELGIN** | **354.4** | **.1443** | **30.7** | **10.4** | **18.8** | **20.5** | **21.3** | **125.1** |
| Kane | 314.3 | .1280 | 30.7 | 10.5 | 18.8 | 20.1 | 21.8 | 111.1 |
| • Aurora | 88.0 | .0358 | 29.6 | 11.6 | 19.4 | 17.3 | 22.1 | 31.4 |
| • Elgin | 72.0 | .0293 | 31.4 | 11.2 | 20.4 | 17.5 | 25.2 | 27.9 |
| Kendall | 40.1 | .0163 | 30.3 | 9.4 | 19.3 | 23.0 | 17.8 | 14.0 |
| SUBURBAN TOTAL | 194.4 | .0792 | 30.9 | 9.5 | 18.1 | 23.0 | 19.5 | 65.8 |
| **BLOOMINGTON - NORMAL** | **124.8** | **.0508** | **28.9** | **20.5** | **17.7** | **17.1** | **22.1** | **45.6** |
| McLean | 124.8 | .0508 | 28.9 | 20.5 | 17.7 | 17.1 | 22.1 | 45.6 |
| • Bloomington | 48.3 | .0197 | 31.0 | 16.2 | 20.2 | 15.8 | 26.1 | 20.8 |
| • Normal | 39.2 | .0160 | 23.7 | 39.9 | 14.5 | 14.7 | 13.2 | 11.2 |
| SUBURBAN TOTAL | 37.3 | .0151 | 33.6 | 5.9 | 17.8 | 21.4 | 26.0 | 15.6 |
| **CHAMPAIGN - URBANA - RANTOUL** | **172.2** | **.0701** | **26.6** | **25.9** | **19.8** | **16.0** | **17.5** | **62.1** |
| Champaign | 172.2 | .0701 | 26.6 | 25.9 | 19.8 | 16.0 | 17.5 | 62.1 |
| • Champaign | 69.4 | .0286 | 25.4 | 32.7 | 19.1 | 13.7 | 17.9 | 23.1 |
| • Rantoul | 20.5 | .0083 | 23.6 | 29.2 | 19.5 | 14.3 | 10.3 | 6.0 |
| • Urbana | 36.0 | .0147 | 25.3 | 34.9 | 21.1 | 12.2 | 17.4 | 12.6 |
| SUBURBAN TOTAL | 55.3 | .0225 | 30.6 | 11.5 | 19.9 | 21.5 | 19.7 | 20.4 |
| **CHICAGO** | **6,177.3** | **2.5150** | **32.6** | **10.8** | **18.0** | **20.2** | **25.5** | **2,273.0** |
| Cook | 5,264.0 | 2.1432 | 32.8 | 10.9 | 17.6 | 19.7 | 26.5 | 1,945.7 |
| Arlington Heights | 69.6 | .0283 | 34.6 | 8.8 | 15.9 | 26.1 | 23.3 | 24.1 |
| Berwyn | 45.1 | .0184 | 43.2 | 8.9 | 14.5 | 17.5 | 42.7 | 19.3 |
| • Chicago | 3,021.7 | 1.2302 | 32.1 | 11.4 | 17.9 | 18.5 | 26.3 | 1,135.9 |
| • Chicago Heights | 35.4 | .0144 | 30.4 | 12.6 | 16.2 | 17.7 | 24.8 | 11.8 |
| Cicero | 61.2 | .0249 | 36.9 | 10.2 | 16.1 | 17.8 | 34.7 | 24.9 |
| Des Plaines | 56.5 | .0230 | 35.7 | 9.9 | 16.3 | 22.6 | 28.4 | 20.5 |
| • Evanston | 71.4 | .0291 | 33.1 | 15.5 | 20.5 | 18.4 | 27.8 | 27.9 |
| Mount Prospect | 54.0 | .0220 | 34.0 | 10.9 | 16.8 | 24.3 | 24.0 | 19.9 |
| Oak Lawn | 57.9 | .0236 | 38.6 | 10.2 | 12.6 | 20.1 | 34.6 | 20.6 |
| Oak Park | 54.4 | .0221 | 35.3 | 9.5 | 22.4 | 19.2 | 27.0 | 23.2 |
| Schaumburg | 61.0 | .0248 | 29.9 | 9.2 | 26.0 | 24.6 | 12.2 | 22.9 |
| Skokie | 59.3 | .0241 | 41.8 | 8.5 | 13.4 | 20.7 | 38.8 | 22.7 |
| Du Page | 745.1 | .3033 | 31.5 | 10.0 | 20.3 | 23.1 | 19.8 | 268.7 |
| Downers Grove | 44.0 | .0179 | 33.6 | 8.7 | 19.5 | 23.3 | 23.9 | 17.0 |

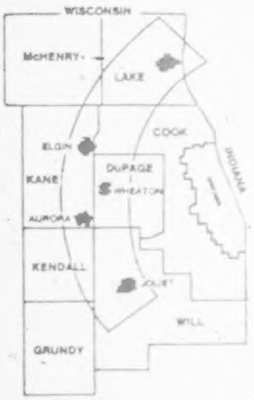
### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **AURORA - ELGIN** | **1,946,976** | **397,847** | **185,695** | **233,419** | **77,473** | **357,717** | **99,183** |
| Kane | 1,847,636 | 372,530 | 178,655 | 228,654 | 72,555 | 332,506 | 97,066 |
| • Aurora | 726,653 | 80,770 | 58,315 | 201,857 | 36,583 | 110,459 | 21,219 |
| • Elgin | 492,697 | 91,106 | 29,619 | 36,368 | 22,878 | 119,053 | 30,469 |
| Kendall | 99,340 | 25,317 | 7,040 | 4,765 | 4,918 | 25,211 | 2,117 |
| SUBURBAN TOTAL | 727,626 | 225,971 | 97,761 | 4,806 | 18,012 | 128,205 | 47,495 |
| **BLOOMINGTON - NORMAL** | **856,893** | **146,762** | **84,095** | **118,940** | **45,457** | **186,618** | **31,937** |
| McLean | 856,893 | 146,762 | 84,095 | 118,940 | 45,457 | 186,618 | 31,937 |
| • Bloomington | 609,097 | 79,661 | 55,271 | 92,162 | 35,860 | 170,231 | 21,202 |
| • Normal | 173,962 | 47,661 | 22,228 | 24,457 | 7,570 | 2,594 | 10,004 |
| SUBURBAN TOTAL | 73,844 | 19,440 | 6,596 | 2,321 | 2,027 | 13,793 | 731 |
| **CHAMPAIGN - URBANA - RANTOUL** | **1,147,618** | **196,835** | **126,697** | **169,487** | **58,552** | **227,606** | **42,833** |
| Champaign | 1,147,618 | 196,835 | 126,697 | 169,487 | 58,552 | 227,606 | 42,833 |
| • Champaign | 595,109 | 99,290 | 72,633 | 105,762 | 29,602 | 84,149 | 28,067 |
| • Rantoul | 110,919 | 8,967 | 9,891 | 9,119 | 4,292 | 50,084 | 1,224 |
| • Urbana | 189,525 | 41,298 | 28,269 | 25,493 | 6,576 | 20,456 | 10,127 |
| SUBURBAN TOTAL | 252,065 | 47,280 | 15,904 | 29,113 | 18,082 | 72,917 | 3,415 |
| **CHICAGO** | **40,744,473** | **7,120,592** | **4,199,587** | **4,912,243** | **2,493,073** | **7,993,034** | **2,018,455** |
| Cook | 33,252,656 | 5,997,815 | 3,644,658 | 4,024,336 | 2,151,580 | 6,251,599 | 1,724,715 |
| Arlington Heights | 616,856 | 103,026 | 53,255 | 30,338 | 44,138 | 221,404 | 26,639 |
| Berwyn | 242,132 | 29,012 | 31,841 | 21,488 | 15,759 | 55,638 | 20,919 |
| • Chicago | 14,759,998 | 2,892,340 | 1,899,538 | 1,704,425 | 973,570 | 1,910,342 | 894,116 |
| • Chicago Heights | 341,504 | 42,794 | 26,762 | 18,177 | 6,814 | 170,828 | 8,427 |
| Cicero | 196,020 | 47,086 | 35,664 | 2,919 | 7,309 | 40,690 | 8,996 |
| Des Plaines | 457,412 | 62,569 | 67,646 | 18,319 | 8,847 | 157,106 | 21,135 |
| • Evanston | 564,442 | 84,575 | 47,499 | 26,694 | 43,212 | 204,722 | 18,823 |
| Mount Prospect | 575,349 | 109,736 | 34,646 | 114,853 | 35,762 | 59,737 | 24,223 |
| Oak Lawn | 686,009 | 111,152 | 45,557 | 65,199 | 34,721 | 262,514 | 30,728 |
| Oak Park | 336,263 | 71,107 | 23,736 | 22,242 | 22,149 | 98,381 | 19,253 |
| Schaumburg | 1,400,653 | 106,363 | 74,181 | 291,695 | 124,934 | 488,565 | 22,698 |
| Skokie | 764,534 | 70,520 | 55,604 | 133,739 | 68,851 | 178,013 | 27,038 |
| Du Page | 6,721,777 | 953,000 | 496,632 | 820,212 | 307,501 | 1,523,296 | 255,213 |
| Downers Grove | 479,014 | 93,049 | 25,816 | 186 | 24,323 | 166,613 | 22,879 |

## ILL. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87: Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987: Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| Elmhurst | 44.5 | .0181 | 35.7 | 9.6 | 15.1 | 21.9 | 29.2 | 15.8 | 398,070 | 61,301 | 27,616 | 93 | 7,727 | 184,736 | 12,843 |
| Naperville | 63.4 | .0258 | 31.7 | 7.7 | 17.4 | 27.5 | 16.8 | 21.0 | 422,108 | 108,063 | 40,693 | 1,931 | 20,723 | 91,458 | 33,206 |
| Wheaton | 50.3 | .0205 | 31.7 | 12.0 | 20.0 | 22.1 | 21.3 | 18.1 | 256,048 | 50,848 | 12,040 | 77 | 13,030 | 95,940 | 18,604 |
| McHenry | 168.2 | .0685 | 31.7 | 8.9 | 18.6 | 22.2 | 21.5 | 58.6 | 770,040 | 169,777 | 58,297 | 67,695 | 33,992 | 218,139 | 38,527 |
| SUBURBAN TOTAL | 3,048.8 | 1.2413 | 33.1 | 10.0 | 18.1 | 22.0 | 24.6 | 1,097.4 | 25,078,529 | 4,100,883 | 2,225,788 | 3,162,947 | 1,469,477 | 5,707,142 | 1,097,089 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *8,151.1* | *3.3186* | *32.1* | *10.8* | *18.1* | *20.3* | *24.5* | *2,947.2* | *52,375,022* | *9,290,473* | *5,271,358* | *6,135,909* | *3,001,212* | *10,903,256* | *2,563,349* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **374.0** | **.1522** | **31.8** | **11.0** | **17.7** | **19.4** | **24.9** | **142.4** | **2,303,299** | **433,746** | **245,722** | **342,320** | **97,358** | **541,205** | **91,308** |
| Henry | 55.3 | .0225 | 33.6 | 9.1 | 15.7 | 20.0 | 27.8 | 20.4 | 219,510 | 44,792 | 21,215 | 10,166 | 11,807 | 60,078 | 9,894 |
| Rock Island | 159.7 | .0650 | 32.7 | 11.3 | 16.9 | 19.1 | 27.1 | 61.5 | 1,088,604 | 201,299 | 112,000 | 158,507 | 30,820 | 280,549 | 51,690 |
| • Moline | 44.6 | .0182 | 34.0 | 11.2 | 17.2 | 18.6 | 29.6 | 18.5 | 482,796 | 65,033 | 55,316 | 115,451 | 20,843 | 96,520 | 18,423 |
| • Rock Island | 43.8 | .0178 | 32.9 | 13.2 | 15.8 | 16.2 | 30.4 | 17.1 | 200,022 | 32,642 | 23,404 | 13,097 | 3,814 | 51,215 | 11,844 |
| *Scott, Iowa* | *159.0* | *.0647* | *30.4* | *11.3* | *19.4* | *19.5* | *21.6* | *60.5* | *995,185* | *187,655* | *112,507* | *173,647* | *54,731* | *200,578* | *29,724* |
| • *Davenport* | *98.7* | *.0402* | *30.5* | *12.4* | *19.7* | *17.5* | *23.7* | *39.1* | *713,954* | *123,374* | *79,474* | *128,949* | *44,234* | *163,111* | *22,126* |
| SUBURBAN TOTAL | 186.9 | .0760 | 31.8 | 9.6 | 17.5 | 21.4 | 23.0 | 67.7 | 906,527 | 212,697 | 87,528 | 84,823 | 28,467 | 230,359 | 38,915 |
| **DECATUR** | **126.5** | **.0515** | **32.8** | **10.5** | **16.8** | **19.5** | **26.8** | **48.6** | **772,870** | **151,633** | **62,589** | **119,083** | **45,121** | **165,666** | **27,798** |
| Macon | 126.5 | .0515 | 32.8 | 10.5 | 16.8 | 19.5 | 26.8 | 48.6 | 772,870 | 151,633 | 62,589 | 119,083 | 45,121 | 165,666 | 27,798 |
| • Decatur | 90.3 | .0368 | 33.3 | 11.2 | 16.3 | 18.0 | 29.2 | 36.1 | 635,335 | 123,663 | 53,037 | 86,917 | 40,612 | 148,885 | 25,205 |
| SUBURBAN TOTAL | 36.2 | .0147 | 31.7 | 8.7 | 17.7 | 23.5 | 20.7 | 12.5 | 137,535 | 27,970 | 9,552 | 32,166 | 4,509 | 16,781 | 2,593 |
| **JOLIET** | **383.8** | **.1562** | **29.9** | **10.3** | **19.5** | **20.7** | **19.4** | **126.7** | **1,772,605** | **334,475** | **149,218** | **165,460** | **54,702** | **445,318** | **94,529** |
| Grundy | 33.7 | .0137 | 32.2 | 10.0 | 17.1 | 20.0 | 25.2 | 12.4 | 163,529 | 37,747 | 14,460 | 11,391 | 3,641 | 43,698 | 7,841 |
| Will | 350.1 | .1425 | 29.7 | 10.3 | 19.8 | 20.8 | 18.8 | 114.3 | 1,609,076 | 296,728 | 134,758 | 154,069 | 51,061 | 401,620 | 86,688 |
| • Joliet | 77.8 | .0317 | 31.6 | 11.8 | 17.7 | 16.2 | 27.7 | 28.2 | 728,395 | 120,007 | 54,885 | 110,456 | 28,083 | 203,463 | 36,429 |
| SUBURBAN TOTAL | 306.0 | .1245 | 29.6 | 9.9 | 20.1 | 21.9 | 17.2 | 98.5 | 1,044,210 | 214,468 | 94,333 | 55,004 | 26,619 | 241,855 | 58,100 |
| **KANKAKEE** | **102.4** | **.0417** | **31.5** | **10.8** | **16.9** | **18.8** | **25.4** | **36.8** | **538,447** | **116,173** | **59,582** | **61,281** | **28,486** | **135,858** | **23,408** |
| Kankakee | 102.4 | .0417 | 31.5 | 10.8 | 16.9 | 18.8 | 25.4 | 36.8 | 538,447 | 116,173 | 59,582 | 61,281 | 28,486 | 135,858 | 23,408 |
| • Kankakee | 28.7 | .0117 | 32.5 | 10.9 | 16.0 | 16.2 | 29.9 | 11.2 | 258,021 | 46,137 | 29,556 | 31,560 | 19,295 | 54,788 | 18,324 |
| SUBURBAN TOTAL | 73.7 | .0300 | 31.1 | 10.8 | 17.1 | 19.8 | 23.6 | 25.6 | 280,426 | 70,036 | 30,026 | 29,721 | 9,191 | 81,070 | 5,084 |





GCN

AURORA
Beacon-News
(312) 844-5858

JOLIET
Herald-News
(815) 729-6137

ELGIN
Courier-News
(312) 888-7790

WHEATON
Daily Journal
(312) 231-7971

LAKE CO.
News-Sun
(312) 336-7000

GREATER CHICAGO NEWSPAPERS

THREE COUNTIES WEST AND NORTH OF CHICAGO — KANE, WILL AND LAKE COUNTIES — CONSTITUTE THE QUALITY PART OF THE CHICAGO ADI AND PMSA WITH A 12% HIGHER EBI THAN THE ADI!

THE GREATER CHICAGO PMA REPRESENTS OVER:
— 1,130,000 POPULATION
— $5.8 BILLION RETAIL SALES
— 377,000 HOUSEHOLDS
— $40,000 PER HOUSEHOLD EBI
— $15.0 BILLION EBI
— $15,000 PER HH RETAIL SALES
AN ADULT POPULATION THAT INCLUDES:
— 240,000 BETWEEN 35 AND 54 YEARS OLD
— 270,000 IN WHITE COLLAR OCCUPATIONS
— 380,000 IN HOUSEHOLDS OVER $25,000

Source: 1986 PMA Audience Report Based on Simmons-Scarborough National Newspaper Audience Ratings Study

Copley Newspapers

A MARKET APART

*Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.*

**ILL. (cont.)** — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LAKE COUNTY** | **486.0** | **.1979** | **30.6** | **12.3** | **18.3** | **21.9** | **20.0** | **161.1** | **3,444,723** | **505,192** | **253,201** | **279,467** | **167,648** | **1,249,749** | **138,743** |
| Lake | 486.0 | .1979 | 30.6 | 12.3 | 18.3 | 21.9 | 20.0 | 161.1 | 3,444,723 | 505,192 | 253,201 | 279,467 | 167,648 | 1,249,749 | 138,743 |
| ● North Chicago | 42.7 | .0174 | 23.1 | 37.0 | 17.2 | 12.1 | 10.8 | 8.1 | 58,007 | 16,885 | 15,124 | | 166 | 6,260 | 1,811 |
| ● Waukegan | 74.6 | .0304 | 30.7 | 12.7 | 18.5 | 18.4 | 24.0 | 27.6 | 678,957 | 91,142 | 49,242 | 113,402 | 35,969 | 207,722 | 25,992 |
| SUBURBAN TOTAL | 368.7 | .1501 | 31.8 | 9.4 | 18.5 | 23.8 | 20.2 | 125.4 | 2,707,759 | 397,165 | 188,835 | 166,065 | 131,513 | 1,035,767 | 110,940 |
| **PEORIA** | **355.4** | **.1448** | **31.9** | **10.8** | **17.8** | **19.5** | **25.0** | **133.5** | **2,112,842** | **417,310** | **186,358** | **272,172** | **115,610** | **544,854** | **67,527** |
| Peoria | 191.9 | .0782 | 32.1 | 11.5 | 17.9 | 18.5 | 26.2 | 73.6 | 1,283,050 | 231,550 | 126,980 | 202,710 | 85,477 | 271,607 | 42,766 |
| ● Peoria | 114.6 | .0467 | 31.7 | 12.6 | 17.8 | 17.2 | 27.0 | 45.1 | 968,450 | 143,859 | 94,962 | 196,203 | 79,564 | 194,432 | 29,616 |
| Tazewell | 129.6 | .0528 | 31.8 | 10.1 | 17.8 | 21.0 | 23.3 | 48.2 | 713,297 | 162,148 | 51,611 | 69,349 | 26,460 | 224,859 | 22,924 |
| ● Pekin | 32.7 | .0133 | 32.9 | 10.6 | 17.2 | 19.3 | 27.2 | 13.2 | 288,943 | 59,855 | 17,140 | 46,225 | 15,632 | 80,978 | 8,437 |
| Woodford | 33.9 | .0138 | 31.7 | 10.0 | 17.0 | 19.2 | 25.3 | 11.7 | 116,495 | 23,612 | 7,767 | 113 | 3,673 | 48,388 | 1,837 |
| SUBURBAN TOTAL | 208.1 | .0848 | 31.9 | 9.9 | 17.8 | 20.8 | 23.7 | 75.2 | 855,449 | 213,596 | 74,256 | 29,744 | 20,414 | 269,444 | 29,474 |
| **ROCKFORD** | **284.2** | **.1158** | **32.1** | **10.2** | **17.7** | **20.3** | **24.6** | **106.6** | **1,847,772** | **352,321** | **164,231** | **254,502** | **103,406** | **433,963** | **49,878** |
| Boone | 30.5 | .0125 | 32.0 | 9.5 | 16.8 | 21.6 | 23.3 | 10.9 | 133,394 | 31,476 | 9,948 | 11,289 | 2,310 | 52,423 | 1,880 |
| Winnebago | 253.7 | .1033 | 32.1 | 10.3 | 18.0 | 20.1 | 24.7 | 95.7 | 1,714,378 | 320,845 | 154,283 | 243,213 | 101,096 | 381,540 | 47,998 |
| ● Rockford | 137.8 | .0561 | 32.5 | 11.0 | 17.9 | 17.7 | 27.9 | 54.7 | 1,193,795 | 230,518 | 95,010 | 170,103 | 80,741 | 309,348 | 35,968 |
| SUBURBAN TOTAL | 146.4 | .0597 | 31.7 | 9.5 | 17.6 | 22.7 | 21.5 | 51.9 | 653,977 | 121,803 | 69,221 | 84,399 | 22,665 | 124,615 | 13,910 |
| **SPRINGFIELD** | **194.0** | **.0790** | **33.2** | **9.9** | **18.5** | **19.2** | **27.4** | **78.7** | **1,292,538** | **226,618** | **127,266** | **184,849** | **75,333** | **263,728** | **66,023** |
| Menard | 12.6 | .0051 | 35.0 | 8.0 | 15.9 | 20.8 | 29.3 | 4.7 | 24,207 | 6,975 | 1,674 | 478 | 80 | 6,909 | 1,780 |
| Sangamon | 181.4 | .0739 | 33.1 | 10.0 | 18.6 | 19.1 | 27.4 | 74.0 | 1,268,331 | 219,643 | 125,592 | 184,371 | 75,253 | 256,819 | 64,243 |
| ● Springfield | 102.5 | .0417 | 33.4 | 10.8 | 19.1 | 17.3 | 29.6 | 44.5 | 1,062,607 | 165,935 | 94,337 | 179,043 | 65,033 | 236,484 | 61,121 |
| SUBURBAN TOTAL | 91.5 | .0373 | 33.0 | 8.8 | 17.7 | 21.4 | 25.1 | 34.2 | 229,931 | 60,683 | 32,929 | 5,806 | 10,300 | 27,244 | 4,902 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 68.1 | .0277 | 34.3 | 10.4 | 15.6 | 18.2 | 30.6 | 26.5 | 489,722 | 97,981 | 38,209 | 97,695 | 22,146 | 128,516 | 15,165 |
| Quincy | 39.7 | .0162 | 35.9 | 11.6 | 14.9 | 16.6 | 34.5 | 15.5 | 452,498 | 92,425 | 34,496 | 96,778 | 21,072 | 109,120 | 15,062 |
| Alexander | 11.8 | .0048 | 35.9 | 8.6 | 13.7 | 16.2 | 34.8 | 4.7 | 44,023 | 9,068 | 3,292 | 2,544 | 1,507 | 11,871 | 1,169 |
| Bond | 16.6 | .0067 | 34.8 | 12.4 | 14.0 | 17.7 | 32.0 | 6.1 | 56,984 | 11,061 | 4,579 | 1,949 | 1,073 | 16,696 | 1,349 |
| Brown | 5.1 | .0020 | 38.7 | 7.7 | 13.6 | 16.5 | 37.6 | 2.0 | 16,809 | 5,258 | 1,215 | 436 | 272 | 5,562 | 473 |
| Bureau | 37.9 | .0155 | 35.4 | 8.9 | 14.7 | 18.3 | 32.2 | 14.4 | 158,288 | 40,240 | 15,092 | 6,400 | 9,929 | 42,244 | 3,953 |
| Calhoun | 5.9 | .0024 | 38.1 | 8.5 | 12.5 | 19.3 | 35.1 | 2.1 | 17,646 | 2,222 | 2,478 | 362 | 608 | 7,808 | 397 |
| Carroll | 17.9 | .0073 | 35.8 | 8.7 | 15.0 | 18.5 | 32.5 | 7.0 | 48,634 | 16,211 | 5,485 | 1,723 | 1,246 | 7,730 | 1,941 |
| Cass | 14.6 | .0059 | 35.5 | 8.6 | 15.1 | 18.9 | 31.8 | 5.5 | 41,777 | 13,671 | 3,965 | 2,342 | 1,719 | 9,156 | 1,015 |
| Christian | 36.1 | .0147 | 36.6 | 9.0 | 14.8 | 18.7 | 32.0 | 14.2 | 174,263 | 40,072 | 9,958 | 19,482 | 5,738 | 46,877 | 6,101 |
| Clark | 16.7 | .0068 | 37.2 | 8.8 | 14.2 | 18.7 | 34.2 | 6.7 | 53,022 | 14,864 | 3,470 | 721 | 832 | 12,108 | 1,967 |
| Clay | 15.2 | .0062 | 37.0 | 8.8 | 14.1 | 17.4 | 35.1 | 6.1 | 51,509 | 12,657 | 2,884 | 2,481 | 1,929 | 12,199 | 1,400 |
| ☐ Clinton | 34.1 | .0139 | 31.7 | 11.1 | 15.2 | 18.0 | 26.9 | 11.8 | 137,646 | 26,557 | 12,711 | 4,852 | 10,440 | 38,956 | 1,800 |
| Coles | 53.2 | .0216 | 30.0 | 21.8 | 15.0 | 16.2 | 26.3 | 19.6 | 302,181 | 65,289 | 31,323 | 34,995 | 13,379 | 74,558 | 14,648 |
| Crawford | 20.8 | .0084 | 37.0 | 8.9 | 14.9 | 18.7 | 34.0 | 8.2 | 107,774 | 23,974 | 6,393 | 9,915 | 2,403 | 28,586 | 2,977 |
| Cumberland | 11.1 | .0045 | 33.8 | 9.5 | 15.0 | 18.1 | 30.1 | 4.3 | 35,686 | 6,772 | 3,982 | 345 | 862 | 12,577 | 654 |
| De Kalb | 74.2 | .0303 | 27.1 | 25.3 | 16.5 | 16.4 | 20.6 | 25.6 | 375,918 | 74,871 | 38,959 | 24,545 | 21,222 | 99,332 | 10,713 |
| De Witt | 18.3 | .0074 | 34.9 | 9.0 | 15.5 | 19.7 | 30.1 | 7.2 | 68,484 | 14,376 | 4,429 | 2,348 | 1,321 | 30,266 | 1,376 |
| Douglas | 20.1 | .0082 | 34.3 | 9.8 | 15.2 | 19.6 | 29.3 | 7.5 | 89,623 | 21,327 | 7,220 | 2,154 | 6,075 | 23,367 | 2,277 |
| Edgar | 20.5 | .0084 | 36.4 | 8.4 | 14.8 | 18.6 | 33.4 | 8.3 | 108,291 | 23,508 | 9,190 | 6,366 | 2,313 | 33,062 | 4,266 |
| Edwards | 8.5 | .0034 | 36.2 | 9.2 | 14.8 | 17.6 | 34.1 | 3.6 | 32,266 | 12,966 | 1,441 | 409 | 2,082 | 2,901 | |

IOWA
ILLINOIS

QUAD CITIES USA

*BUYING THE QUAD CITIES IS AS EASY AS 1, 2, 3!*

The **#1** Buy after Chicago
**2** Markets joined by a River
**3** Quality Newspapers

**MOLINE DISPATCH / ROCK ISLAND ARGUS / QUAD-CITY TIMES**

**Represented by BRANHAM Newspaper Sales**

| ILL. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Effingham | 33.0 | .0135 | 31.8 | 10.2 | 16.4 | 18.2 | 26.6 | 12.0 | 307,918 | 43,902 | 27,268 | 20,430 | 21,043 | 64,706 | 3,841 |
| Fayette | 22.5 | .0091 | 35.6 | 9.9 | 14.9 | 17.9 | 32.9 | 8.3 | 80,185 | 20,140 | 6,562 | 9,040 | 1,971 | 18,314 | 628 |
| Ford | 14.5 | .0059 | 36.8 | 8.8 | 14.1 | 19.4 | 33.1 | 5.8 | 53,961 | 14,958 | 4,759 | 1,806 | 724 | 10,182 | 1,543 |
| Franklin | 43.9 | .0179 | 37.7 | 8.4 | 14.1 | 18.0 | 35.7 | 17.7 | 227,241 | 53,297 | 19,505 | 26,493 | 8,538 | 54,667 | 9,691 |
| Fulton | 39.5 | .0161 | 35.2 | 9.0 | 15.2 | 18.8 | 31.5 | 15.3 | 177,380 | 50,013 | 15,966 | 10,709 | 7,364 | 41,275 | 7,633 |
| Gallatin | 7.6 | .0031 | 36.6 | 8.4 | 14.0 | 19.9 | 32.6 | 3.0 | 15,440 | 4,748 | 951 | 221 | 573 | 3,834 | 676 |
| Greene | 16.0 | .0065 | 36.5 | 9.1 | 13.4 | 17.7 | 34.2 | 6.2 | 55,446 | 20,238 | 3,325 | 1,807 | 1,360 | 13,881 | 1,574 |
| Hamilton | 9.3 | .0038 | 39.8 | 8.5 | 13.0 | 18.2 | 38.0 | 3.9 | 27,067 | 5,940 | 1,422 | 1,711 | 1,101 | 7,779 | 1,230 |
| Hancock | 23.4 | .0095 | 35.7 | 9.4 | 14.6 | 18.3 | 32.8 | 9.2 | 67,712 | 15,531 | 4,685 | 1,034 | 1,840 | 24,092 | 1,464 |
| Hardin | 5.6 | .0023 | 37.7 | 7.6 | 14.6 | 18.9 | 34.9 | 2.1 | 6,669 | 2,485 | 873 | 101 | 316 | 1,280 | 291 |
| Henderson | 9.2 | .0038 | 34.2 | 9.5 | 15.2 | 19.8 | 28.9 | 3.4 | 21,426 | 3,797 | 4,425 | 175 | 662 | 5,020 | 124 |
| Iroquois | 32.2 | .0131 | 35.7 | 8.9 | 14.6 | 19.1 | 31.8 | 12.3 | 121,546 | 26,668 | 8,330 | 12,185 | 6,183 | 28,379 | 2,894 |
| Jackson | 61.2 | .0249 | 27.2 | 26.5 | 18.3 | 14.6 | 21.3 | 23.7 | 417,222 | 58,958 | 34,076 | 64,510 | 21,635 | 92,271 | 5,470 |
| Jasper | 11.6 | .0047 | 34.7 | 9.8 | 14.1 | 17.7 | 31.8 | 4.3 | 65,203 | 12,445 | 1,704 | 3,646 | 1,795 | 22,187 | 410 |
| Jefferson | 38.8 | .0158 | 34.5 | 9.0 | 16.4 | 18.1 | 31.1 | 15.8 | 248,030 | 43,607 | 25,051 | 38,164 | 11,641 | 48,808 | 7,095 |
| ☐ Jersey | 21.1 | .0086 | 32.5 | 12.3 | 15.2 | 19.7 | 26.5 | 7.2 | 70,898 | 12,675 | 6,724 | 13,645 | 2,386 | 22,555 | 1,315 |
| Jo Daviess | 24.0 | .0098 | 33.5 | 9.0 | 15.6 | 18.8 | 28.8 | 9.0 | 86,060 | 16,051 | 10,252 | 1,473 | 2,213 | 17,126 | 3,718 |
| Johnson | 11.2 | .0045 | 34.9 | 11.0 | 19.3 | 19.7 | 30.1 | 3.7 | 24,049 | 7,640 | 1,920 | 1,151 | 987 | 4,393 | 624 |
| Knox | 58.4 | .0238 | 34.5 | 10.4 | 16.2 | 18.9 | 30.3 | 22.7 | 386,764 | 78,324 | 32,984 | 57,009 | 17,502 | 89,651 | 14,552 |
| La Salle | 109.8 | .0447 | 35.1 | 10.1 | 15.0 | 18.4 | 31.6 | 42.9 | 669,217 | 135,602 | 48,112 | 79,717 | 29,523 | 171,467 | 21,029 |
| Lawrence | 17.5 | .0071 | 37.6 | 8.7 | 14.2 | 17.3 | 35.9 | 6.7 | 77,187 | 28,199 | 4,445 | 2,897 | 2,380 | 9,241 | 3,094 |
| Lee | 35.5 | .0144 | 33.5 | 10.1 | 16.8 | 19.2 | 28.3 | 12.9 | 118,862 | 15,742 | 10,596 | 4,341 | 4,190 | 43,224 | 5,740 |
| Livingston | 41.8 | .01[illegible] | 33.6 | 11.2 | 16.7 | 18.5 | 29.1 | 14.7 | 186,354 | 40,031 | 11,780 | 15,793 | 9,898 | 56,992 | 5,114 |
| Logan | 31.5 | .012[illegible] | 34.5 | 12.9 | 16.4 | 18.9 | 30.4 | 10.7 | 154,641 | 32,606 | 15,204 | 16,440 | 7,831 | 41,582 | 4,130 |
| McDonough | 35.7 | .0145 | 27.9 | 26.4 | 14.5 | 15.0 | 24.8 | 12.6 | 195,817 | 41,879 | 22,901 | 20,582 | 8,582 | 32,627 | 9,056 |
| Macoupin | 51.2 | .0209 | 35.6 | 9.4 | 14.7 | 17.9 | 32.8 | 19.8 | 191,943 | 42,635 | 11,872 | 14,265 | 9,321 | 51,967 | 9,057 |
| ☐ Madison | 252.5 | .1028 | 33.5 | 11.0 | 15.8 | 19.9 | 27.7 | 94.9 | 1,509,228 | 327,922 | 127,204 | 260,032 | 56,202 | 369,957 | 34,732 |
| • Alton | 33.3 | .0136 | 34.4 | 11.0 | 14.9 | 16.3 | 32.9 | 13.1 | 330,353 | 41,197 | 26,816 | 96,834 | 15,980 | 75,461 | 6,119 |
| • Granite City | 35.7 | .0145 | 33.5 | 11.4 | 15.6 | 19.1 | 28.5 | 13.6 | 228,636 | 59,237 | 22,008 | 19,012 | 4,727 | 41,649 | 9,140 |
| Marion | 46.2 | .0188 | 35.3 | 9.4 | 14.8 | 18.6 | 31.7 | 17.6 | 265,536 | 64,052 | 17,328 | 36,613 | 10,963 | 67,487 | 8,695 |
| Marshall | 13.8 | .0056 | 34.9 | 8.9 | 15.0 | 18.7 | 31.1 | 5.1 | 31,786 | 10,162 | 3,294 | 1,273 | 445 | 5,753 | 1,854 |
| Mason | 18.2 | .0074 | 34.0 | 8.6 | 15.5 | 19.2 | 29.3 | 6.8 | 63,442 | 14,368 | 5,677 | 6,237 | 1,869 | 17,088 | 1,538 |
| Massac | 15.4 | .0063 | 37.5 | 9.0 | 13.9 | 19.0 | 34.4 | 6.2 | 44,497 | 8,666 | 2,479 | 1,392 | 841 | 13,657 | 2,062 |
| Mercer | 19.3 | .0079 | 33.9 | 8.6 | 15.5 | 21.0 | 27.4 | 7.0 | 40,738 | 12,003 | 4,456 | 1,611 | 1,621 | 8,866 | 1,498 |
| ☐ Monroe | 21.6 | .0087 | 34.4 | 9.8 | 14.9 | 20.5 | 28.6 | 7.8 | 83,047 | 24,511 | 6,424 | 13,430 | 1,401 | 20,710 | 2,436 |
| Montgomery | 32.7 | .0134 | 36.6 | 8.9 | 14.4 | 17.3 | 34.7 | 12.3 | 152,254 | 34,335 | 9,209 | 18,361 | 4,808 | 37,416 | 5,991 |
| Morgan | 38.2 | .0155 | 33.9 | 12.1 | 15.4 | 18.6 | 29.7 | 14.4 | 236,431 | 51,508 | 19,016 | 33,889 | 10,137 | 59,234 | 8,711 |
| Moultrie | 15.0 | .0061 | 35.4 | 8.9 | 15.4 | 19.1 | 31.4 | 5.4 | 53,551 | 10,690 | 4,196 | 1,223 | 1,071 | 16,065 | 2,963 |
| Ogle | 46.2 | .0188 | 33.3 | 9.4 | 15.9 | 21.0 | 26.3 | 17.3 | 144,790 | 33,782 | 11,865 | 3,076 | 2,022 | 45,308 | 4,616 |
| Perry | 22.9 | .0093 | 35.1 | 8.6 | 15.5 | 18.2 | 32.0 | 8.9 | 105,986 | 29,173 | 8,676 | 13,155 | 4,938 | 18,736 | 5,647 |
| Piatt | 16.8 | .0068 | 34.3 | 8.5 | 16.2 | 21.0 | 27.8 | 6.3 | 50,920 | 10,731 | 3,101 | 1,534 | 1,964 | 22,018 | 2,557 |
| Pike | 18.1 | .0074 | 38.1 | 8.1 | 14.0 | 17.9 | 36.1 | 7.3 | 63,825 | 15,371 | 5,793 | 3,498 | 1,296 | 13,139 | 830 |
| Pope | 4.7 | .0019 | 36.6 | 10.6 | 12.6 | 18.4 | 33.9 | 1.9 | 4,928 | 1,986 | 263 | 68 | 268 | 1,943 | 34 |
| Pulaski | 8.9 | .0036 | 36.5 | 8.7 | 12.3 | 15.6 | 36.1 | 3.5 | 12,171 | 4,985 | 710 | 374 | 323 | 2,624 | 434 |
| Putnam | 6.5 | .0027 | 32.7 | 9.6 | 17.0 | 19.8 | 26.3 | 2.3 | 14,003 | 3,197 | 815 | | | 4,381 | 1,152 |

The 2nd largest city in Illinois with the highest food sales per household in the state: $3,129

Milwaukee 90 miles
ROCKFORD
Chicago 90 miles

ROCKFORD

Reach the star at the top of Illinois with the
**Rockford Register Star**
99 E. State St., Rockford, IL 61104
Phil Glavey, (815) 987-1302, National Advertising/Co-op Coordinator

ROCKFORD MSA READERSHIP

| | |
|---|---|
| DAILY | |
| ROCKFORD REGISTER STAR | 65% |
| Chicago Tribune | 5% |
| SUNDAY | |
| ROCKFORD REGISTER STAR | 83% |
| Chicago Tribune | 10% |
| Milwauke Journal | 2% |

Frank Magid Assoc., Nov., 1987

## ILL. (cont.)

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Randolph | 37.0 | .0150 | 33.5 | 10.8 | 17.8 | 18.1 | 29.1 | 12.7 |
| Richland | 17.4 | .0071 | 35.5 | 10.2 | 15.0 | 19.4 | 31.2 | 7.0 |
| ☐ St. Clair | 270.0 | .1100 | 31.5 | 11.0 | 16.0 | 18.7 | 25.6 | 96.3 |
| • Belleville | 42.7 | .0174 | 38.3 | 10.3 | 15.5 | 16.5 | 37.2 | 17.6 |
| • East St. Louis | 50.2 | .0204 | 25.6 | 11.0 | 14.6 | 15.5 | 20.8 | 15.8 |
| Saline | 28.7 | .0116 | 39.1 | 8.6 | 13.7 | 18.5 | 36.9 | 12.1 |
| Schuyler | 8.0 | .0033 | 37.0 | 8.0 | 15.2 | 18.3 | 34.4 | 3.1 |
| Scott | 6.1 | .0024 | 37.0 | 9.7 | 13.6 | 18.5 | 34.1 | 2.3 |
| Shelby | 24.3 | .0099 | 35.6 | 8.9 | 14.3 | 18.9 | 31.9 | 9.2 |
| Stark | 7.2 | .0030 | 35.4 | 8.8 | 14.4 | 18.4 | 32.2 | 2.7 |
| Stephenson | 49.8 | .0202 | 34.2 | 9.9 | 15.8 | 19.3 | 29.4 | 19.3 |
| Union | 18.5 | .0075 | 39.9 | 7.3 | 15.5 | 17.7 | 38.7 | 7.6 |
| Vermilion | 91.7 | .0374 | 34.1 | 9.5 | 16.0 | 18.9 | 29.7 | 35.4 |
| Wabash | 14.1 | .0057 | 34.0 | 10.4 | 15.8 | 18.1 | 30.4 | 5.5 |
| Warren | 21.3 | .0087 | 33.7 | 11.3 | 14.9 | 18.4 | 29.6 | 8.0 |
| Washington | 15.7 | .0064 | 36.9 | 8.5 | 14.4 | 17.5 | 34.9 | 5.9 |
| Wayne | 18.1 | .0073 | 38.0 | 8.9 | 13.3 | 18.5 | 35.4 | 7.5 |
| White | 17.9 | .0073 | 39.0 | 8.6 | 14.3 | 18.8 | 36.6 | 7.3 |
| Whiteside | 64.2 | .0262 | 32.5 | 10.2 | 16.1 | 19.3 | 26.6 | 23.9 |
| Williamson | 61.9 | .0252 | 35.6 | 9.1 | 16.5 | 19.7 | 31.2 | 24.9 |
| **TOTAL METRO COUNTIES** | **9,575.3** | **3.8986** | **32.1** | **11.2** | **18.0** | **20.1** | **24.7** | **3,497.7** |
| **TOTAL STATE** | **11,657.6** | **4.7461** | **32.4** | **11.2** | **17.4** | **19.8** | **25.8** | **4,292.7** |

### RETAIL SALES BY STORE GROUP—1987

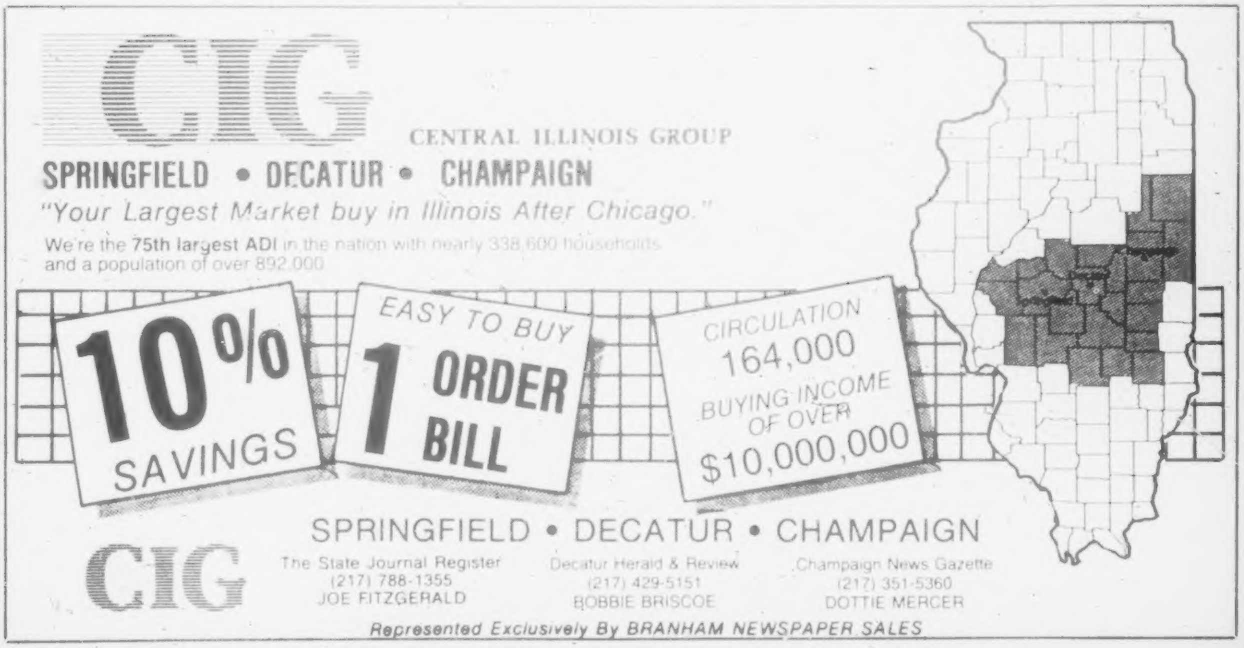
| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Randolph | 168,201 | 44,688 | 11,025 | 23,976 | 7,798 | 45,266 | 4,282 |
| Richland | 114,996 | 18,056 | 7,044 | 18,696 | 5,209 | 26,076 | 4,860 |
| ☐ St. Clair | 1,516,480 | 263,076 | 133,864 | 274,075 | 70,728 | 334,665 | 32,528 |
| • Belleville | 444,115 | 84,133 | 35,822 | 25,500 | 22,739 | 172,761 | 14,117 |
| • East St. Louis | 138,160 | 35,619 | 11,735 | 7,050 | 4,313 | 13,049 | 7,010 |
| Saline | 201,482 | 48,245 | 15,466 | 31,067 | 8,793 | 41,883 | 10,691 |
| Schuyler | 29,318 | 9,513 | 3,420 | 329 | 1,745 | 6,802 | 1,214 |
| Scott | 15,195 | 3,426 | 1,407 | 465 |  | 7,669 | 539 |
| Shelby | 68,829 | 18,617 | 4,010 | 1,573 | 4,290 | 21,279 | 2,493 |
| Stark | 14,741 | 4,282 | 860 |  | 278 | 6,611 | 155 |
| Stephenson | 264,600 | 53,322 | 21,212 | 26,275 | 11,356 | 88,195 | 13,266 |
| Union | 73,509 | 22,833 | 6,432 | 8,347 | 2,878 | 18,392 | 2,274 |
| Vermilion | 578,058 | 140,320 | 45,104 | 79,423 | 22,305 | 110,255 | 23,569 |
| Wabash | 101,755 | 25,447 | 7,647 | 10,590 | 2,671 | 29,054 | 1,715 |
| Warren | 81,343 | 16,945 | 7,376 | 5,726 | 2,346 | 25,824 | 2,423 |
| Washington | 43,668 | 7,107 | 3,992 | 2,033 | 1,509 | 17,365 | 1,276 |
| Wayne | 107,837 | 17,313 | 5,284 | 10,030 | 2,591 | 24,413 | 1,701 |
| White | 77,978 | 13,315 | 4,505 | 4,694 | 2,462 | 29,692 | 1,196 |
| Whiteside | 314,603 | 49,431 | 23,710 | 39,243 | 15,124 | 89,630 | 14,234 |
| Williamson | 332,761 | 71,313 | 24,443 | 21,812 | 13,818 | 96,546 | 12,473 |
| **TOTAL METRO COUNTIES** | **61,103,170** | **10,866,590** | **6,018,661** | **7,505,610** | **3,448,645** | **13,131,581** | **2,794,709** |
| **TOTAL STATE** | **71,233,142** | **13,057,596** | **6,831,008** | **8,535,105** | **3,872,213** | **15,710,609** | **3,134,171** |

## ILL.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **AURORA - ELGIN** | **5,163,738** | **33,080** | **16.2** | **27.7** | **23.8** | **22.5** | **.1472** |
| Kane | 4,626,253 | 33,143 | 16.5 | 27.2 | 23.3 | 23.2 | .1337 |
| • Aurora | 1,209,748 | 30,466 | 18.4 | 28.2 | 21.7 | 19.5 | .0402 |
| • Elgin | 1,038,326 | 29,586 | 19.0 | 29.3 | 21.2 | 18.3 | .0316 |
| Kendall | 537,485 | 32,628 | 14.4 | 30.7 | 28.4 | 16.9 | .0135 |
| SUBURBAN TOTAL | 2,915,664 | 35,984 | 13.9 | 26.6 | 26.0 | 25.8 | .0754 |
| **BLOOMINGTON - NORMAL** | **1,777,317** | **28,963** | **20.4** | **25.6** | **19.8** | **20.2** | **.0545** |
| McLean | 1,777,317 | 28,963 | 20.4 | 25.6 | 19.8 | 20.2 | .0545 |
| • Bloomington | 728,686 | 24,621 | 23.4 | 26.1 | 17.4 | 15.9 | .0271 |
| • Normal | 496,955 | 31,975 | 18.9 | 23.9 | 19.7 | 25.6 | .0143 |
| SUBURBAN TOTAL | 551,676 | 32,810 | 16.7 | 26.7 | 23.6 | 22.3 | .0131 |
| **CHAMPAIGN - URBANA - RANTOUL** | **2,133,934** | **23,568** | **24.1** | **26.4** | **16.2** | [illegible] | **.0695** |
| Champaign | 2,133,934 | 23,568 | 24.1 | 26.4 | 16.2 | 14.6 | .0695 |
| • Champaign | 749,087 | 21,162 | 23.8 | 24.3 | 14.7 | 13.1 | .0282 |
| • Rantoul | 221,016 | 21,799 | 32.3 | 29.3 | 15.5 | 10.8 | .0073 |
| • Urbana | 411,541 | 20,667 | 25.7 | 24.1 | 13.1 | 14.1 | .0130 |
| SUBURBAN TOTAL | 752,290 | 28,606 | 21.0 | 29.2 | 20.1 | 17.8 | .0210 |


CIG
CENTRAL ILLINOIS GROUP
SPRINGFIELD • DECATUR • CHAMPAIGN
"Your Largest Market buy in Illinois After Chicago."
We're the **75th largest ADI** in the nation with nearly 338,600 households and a population of over 892,000

10% SAVINGS

EASY TO BUY 1 ORDER BILL

CIRCULATION 164,000 BUYING INCOME OF OVER $10,000,000

SPRINGFIELD • DECATUR • CHAMPAIGN

CIG

The State Journal Register
(217) 788-1355
JOE FITZGERALD

Decatur Herald & Review
(217) 429-5151
BOBBIE BRISCOE

Champaign News Gazette
(217) 351-5360
DOTTIE MERCER

*Represented Exclusively By BRANHAM NEWSPAPER SALES*

**ILL. (cont.)** EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CHICAGO** | **93,727,146** | **31,491** | **16.6** | **23.5** | **19.5** | **25.0** | **2.7573** |
| Cook | 76,746,999 | 29,583 | 17.7 | 23.6 | 18.6 | 23.0 | 2.2724 |
| Arlington Heights | 1,345,045 | 46,877 | 9.8 | 18.1 | 23.1 | 44.4 | .0387 |
| Berwyn | 706,071 | 28,132 | 20.8 | 25.7 | 18.9 | 19.7 | .0194 |
| • Chicago | 37,916,342 | 23,622 | 20.3 | 24.2 | 15.7 | 16.8 | 1.1246 |
| • Chicago Heights | 424,116 | 28,237 | 18.0 | 24.8 | 19.8 | 19.2 | .0161 |
| Cicero | 839,728 | 25,928 | 22.4 | 26.9 | 18.6 | 16.0 | .0219 |
| Des Plaines | 968,092 | 39,638 | 12.7 | 23.6 | 24.2 | 32.8 | .0286 |
| • Evanston | 1,329,323 | 32,559 | 17.6 | 25.7 | 17.4 | 28.7 | .0375 |
| Mount Prospect | 1,009,786 | 41,868 | 11.0 | 22.0 | 24.3 | 36.9 | .0313 |
| Oak Lawn | 960,825 | 37,458 | 14.3 | 23.3 | 22.2 | 31.7 | .0330 |
| Oak Park | 969,528 | 31,387 | 18.6 | 26.1 | 18.7 | 25.5 | .0261 |
| Schaumburg | 1,095,215 | 41,394 | 10.6 | 23.6 | 28.4 | 33.4 | .0493 |
| Skokie | 1,212,339 | 42,021 | 13.3 | 20.9 | 20.9 | 38.7 | .0386 |
| Du Page | 14,496,796 | 44,142 | 9.8 | 20.6 | 24.4 | 40.3 | .4175 |
| Downers Grove | 909,636 | 44,892 | 11.6 | 18.6 | 22.7 | 41.9 | .0271 |
| Elmhurst | 854,575 | 44,146 | 10.9 | 20.6 | 23.4 | 41.0 | .0247 |
| Naperville | 1,303,218 | 53,537 | 7.7 | 13.2 | 19.7 | 56.0 | .0337 |
| Wheaton | 1,009,799 | 44,821 | 10.4 | 20.5 | 23.1 | 41.7 | .0248 |
| McHenry | 2,483,351 | 34,658 | 15.2 | 26.4 | 25.5 | 23.9 | .0674 |
| SUBURBAN TOTAL | 54,057,365 | 39,333 | 12.8 | 22.7 | 23.3 | 33.5 | 1.5791 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***121,361,441*** | ***31,728*** | ***16.4*** | ***24.2*** | ***20.2*** | ***24.5*** | ***3.5752*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **5,226,085** | **29,188** | **18.4** | **27.8** | **21.5** | **17.6** | **.1569** |
| Henry | 743,128 | 29,162 | 18.7 | 27.3 | 20.3 | 18.7 | .0204 |
| Rock Island | 2,268,365 | 29,286 | 17.7 | 27.4 | 21.6 | 18.2 | .0696 |
| • Moline | 707,255 | 29,647 | 17.8 | 27.5 | 21.1 | 19.8 | .0241 |
| • Rock Island | 590,873 | 25,738 | 21.0 | 26.1 | 19.1 | 15.5 | .0167 |
| *Scott, Iowa* | *2,214,592* | *29,119* | *19.0* | *28.6* | *21.8* | *16.6* | *.0669* |
| *• Davenport* | *1,331,785* | *26,480* | *21.3* | *28.9* | *19.6* | *13.8* | *.0427* |
| SUBURBAN TOTAL | 2,596,172 | 31,456 | 16.3 | 27.8 | 23.3 | 19.7 | .0734 |
| **DECATUR** | **1,800,194** | **28,700** | **18.1** | **27.8** | **20.1** | **18.6** | **.0534** |
| Macon | 1,800,194 | 28,700 | 18.1 | 27.8 | 20.1 | 18.6 | .0534 |
| • Decatur | 1,296,279 | 26,627 | 19.7 | 27.5 | 18.0 | 17.4 | .0399 |
| SUBURBAN TOTAL | 503,915 | 34,152 | 13.8 | 28.4 | 26.0 | 22.1 | .0135 |
| **JOLIET** | **5,229,645** | **34,595** | **14.3** | **25.9** | **25.7** | **23.5** | **.1473** |
| Grundy | 502,309 | 34,243 | 16.1 | 24.4 | 24.6 | 24.1 | .0138 |
| Will | 4,727,336 | 34,628 | 14.1 | 26.2 | 25.8 | 23.4 | .1335 |
| • Joliet | 1,021,827 | 28,161 | 19.1 | 24.9 | 19.2 | 18.6 | .0364 |
| SUBURBAN TOTAL | 4,207,818 | 36,169 | 12.9 | 26.3 | 27.6 | 24.9 | .1109 |
| **KANKAKEE** | **1,175,779** | **24,635** | **21.6** | **29.9** | **17.4** | **12.4** | **.0372** |
| Kankakee | 1,175,779 | 24,635 | 21.6 | 29.9 | 17.4 | 12.4 | .0372 |
| • Kankakee | 328,955 | 21,072 | 24.2 | 29.1 | 12.5 | 10.7 | .0125 |
| SUBURBAN TOTAL | 846,824 | 26,172 | 20.4 | 30.4 | 19.5 | 13.1 | .0247 |
| **LAKE COUNTY** | **8,392,708** | **38,254** | **13.6** | **22.7** | **21.5** | **33.4** | **.2375** |
| Lake | 8,392,708 | 38,254 | 13.6 | 22.7 | 21.5 | 33.4 | .2375 |
| • North Chicago | 454,694 | 24,376 | 24.9 | 33.4 | 16.9 | 12.5 | .0117 |
| • Waukegan | 1,053,768 | 30,205 | 18.8 | 26.2 | 20.6 | 21.4 | .0357 |
| SUBURBAN TOTAL | 6,884,246 | 41,271 | 11.8 | 21.3 | 21.9 | 37.4 | .1901 |
| **PEORIA** | **5,278,521** | **30,930** | **16.6** | **27.[illegible]** | **20.9** | **21.7** | **.1523** |

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Peoria | 3,002,587 | 31,079 | 16.9 | 25.5 | 19.6 | 23.8 | .0874 |
| • Peoria | 1,806,886 | 29,043 | 18.0 | 24.8 | 17.6 | 23.0 | .0564 |
| Tazewell | 1,853,051 | 31,142 | 16.2 | 29.7 | 22.4 | 19.9 | .0532 |
| • Pekin | 449,935 | 26,698 | 20.8 | 26.6 | 20.1 | 15.7 | .0153 |
| Woodford | 422,883 | 29,345 | 17.4 | 32.3 | 22.5 | 15.8 | .0117 |
| SUBURBAN TOTAL | 3,021,700 | 32,490 | 15.2 | 29.3 | 23.0 | 22.0 | .0806 |
| **ROCKFORD** | **3,890,816** | **29,642** | **18.0** | **28.9** | **22.2** | **16.9** | **.1197** |
| Boone | 349,628 | 26,848 | 20.5 | 32.0 | 22.1 | 10.4 | .0105 |
| Winnebago | 3,541,188 | 29,970 | 17.8 | 28.5 | 22.2 | 17.6 | .1092 |
| • Rockford | 1,917,344 | 27,375 | 19.9 | 28.6 | 19.4 | 15.7 | .0643 |
| SUBURBAN TOTAL | 1,973,472 | 31,859 | 16.2 | 29.1 | 25.1 | 18.1 | .0554 |
| **SPRINGFIELD** | **2,497,911** | **24,135** | **23.2** | **28.7** | **18.4** | **12.0** | **.0798** |
| Menard | 122,756 | 21,347 | 25.8 | [illegible] | 12.9 | 5.6 | .0034 |
| Sangamon | 2,375,155 | 24,358 | 23.1 | 28.2 | 18.8 | 12.4 | .0764 |
| • Springfield | 1,360,009 | 22,421 | 24.4 | 27.0 | 16.6 | 11.8 | .0502 |
| SUBURBAN TOTAL | 1,137,902 | 26,315 | 21.6 | 31.1 | 20.7 | 12.2 | .0296 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 703,209 | 19,880 | 26.6 | 30.5 | 12.4 | 6.9 | .0260 |
| Quincy | 422,681 | 18,336 | 28.1 | 28.4 | 11.0 | 6.4 | .0186 |
| Alexander | 100,229 | 14,000 | 23.8 | 22.1 | 10.0 | 4.9 | .0034 |
| Bond | 181,899 | 20,924 | 24.4 | 25.0 | 16.1 | 10.7 | .0053 |
| Brown | 63,144 | 22,357 | 22.3 | 27.7 | 13.7 | 13.6 | .0017 |
| Bureau | 509,580 | 26,878 | 21.3 | 28.2 | 19.0 | 16.3 | .0142 |
| Calhoun | 54,114 | 18,704 | 25.8 | 26.8 | 12.5 | 7.8 | .0016 |
| Carroll | 229,161 | 24,585 | 23.8 | 27.7 | 17.8 | 14.2 | .0059 |
| Cass | 164,553 | 23,447 | 22.3 | 28.9 | 17.5 | 10.3 | .0047 |
| Christian | 470,621 | 24,889 | 22.4 | 27.0 | 17.3 | 15.7 | .0137 |
| Clark | 177,682 | 18,983 | 27.2 | 27.1 | 12.9 | 7.4 | .0052 |
| Clay | 176,377 | 20,887 | 26.2 | 27.6 | 13.0 | 11.3 | .0051 |
| ☐ Clinton | 367,011 | 24,314 | 22.7 | 30.7 | 17.8 | 11.4 | .0111 |
| Coles | 632,153 | 22,582 | 24.9 | 26.7 | 16.3 | 12.4 | .0201 |
| Crawford | 310,843 | 28,468 | 19.7 | 25.3 | 19.1 | 21.2 | .0086 |
| Cumberland | 108,349 | 18,932 | 29.2 | 30.0 | 11.2 | 6.2 | .0033 |
| De Kalb | 927,055 | 26,787 | 21.0 | 27.9 | 19.7 | 15.3 | .0279 |
| De Witt | 301,127 | 33,353 | 14.2 | 23.4 | 21.0 | 26.3 | .0074 |
| Douglas | 247,425 | 26,250 | 22.5 | 29.4 | 20.1 | 12.5 | .0073 |
| Edgar | 248,900 | 21,350 | 24.9 | 26.1 | 14.9 | 11.7 | .0076 |
| Edwards | 124,854 | 26,111 | 24.4 | 25.2 | 20.4 | 15.0 | .0033 |
| Effingham | 372,904 | 23,229 | 25.0 | 27.4 | 17.4 | 11.6 | .0145 |
| Fayette | 241,105 | 20,339 | 28.0 | 27.1 | 13.6 | 10.1 | .0072 |
| Ford | 162,869 | 21,180 | 29.3 | 31.2 | 13.4 | 8.1 | .0047 |
| Franklin | 440,200 | 16,954 | 28.2 | 21.9 | 14.0 | 7.2 | .0149 |
| Fulton | 418,464 | 21,524 | 24.2 | 30.8 | 14.8 | 7.8 | .0132 |
| Gallatin | 74,352 | 17,441 | 26.2 | 24.5 | 11.4 | 8.2 | .0021 |
| Greene | 145,099 | 17,304 | 29.9 | 26.7 | 10.8 | 5.0 | .0046 |
| Hamilton | 128,376 | 23,657 | 22.6 | 25.6 | 16.1 | 15.5 | .0033 |
| Hancock | 278,959 | 22,943 | 24.0 | 29.5 | 16.0 | 11.2 | .0075 |
| Hardin | 36,902 | 12,662 | 30.9 | 20.8 | 5.1 | 2.6 | .0012 |
| Henderson | 91,057 | 21,000 | 24.9 | 30.8 | 14.2 | 7.4 | .0025 |
| Iroquois | 354,314 | 21,813 | 25.6 | 31.3 | 14.0 | 8.9 | .0106 |
| Jackson | 693,904 | 18,350 | 25.6 | 21.9 | 12.1 | 12.5 | .0238 |
| Jasper | 120,508 | 19,774 | 27.8 | 24.6 | 14.5 | 10.4 | .0042 |

"WHAT'S PLAYING IN PEORIA IS PROSPERITY."

—"Nation's Business Today," ESPN

Make Peoria's prosperity a part of your test market plan. Balanced demographics, media isolation, low media costs and cooperative attitudes make Peoria an ideal choice. For information, contact the Peoria Journal Star, 1 News Plaza, Peoria, IL 61643, phone 309-686-3035, or your CWO&O representative.

## ILL. (cont.)

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Jefferson | 461,217 | 21,099 | 23.8 | 27.5 | 14.6 | 10.2 | .0151 |
| ☐ Jersey | 216,604 | 23,250 | 25.2 | 32.1 | 17.4 | 7.9 | .0066 |
| Jo Daviess | 243,473 | 20,928 | 27.2 | 31.5 | 14.0 | 6.6 | .0074 |
| Johnson | 82,997 | 16,363 | 29.9 | 26.1 | 9.7 | 4.4 | .0026 |
| Knox | 641,989 | 21,569 | 26.1 | 30.5 | 15.4 | 7.6 | .0224 |
| La Salle | 1,391,854 | 25,800 | 21.1 | 29.9 | 20.0 | 11.8 | .0436 |
| Lawrence | 167,257 | 18,444 | 25.4 | 28.5 | 13.1 | 5.0 | .0055 |
| Lee | 453,240 | 27,759 | 20.5 | 28.6 | 22.0 | 14.4 | .0123 |
| Livingston | 467,839 | 24,626 | 22.0 | 31.9 | 17.8 | 11.2 | .0143 |
| Logan | 352,485 | 24,892 | 23.0 | 29.7 | 18.8 | 11.8 | .0111 |
| McDonough | 338,023 | 17,617 | 27.2 | 25.1 | 12.4 | 6.8 | .0120 |
| Macoupin | 592,942 | 22,993 | 23.5 | 27.3 | 17.3 | 11.3 | .0173 |
| ☐ Madison | 2,838,314 | 24,050 | 22.1 | 29.8 | 18.9 | 9.7 | .0942 |
| • Alton | 329,753 | 18,874 | 25.4 | 27.6 | 13.7 | 6.0 | .0143 |
| • Granite City | 393,693 | 23,239 | 21.9 | 29.2 | 18.2 | 8.9 | .0135 |
| Marion | 512,626 | 21,303 | 25.7 | 26.9 | 15.6 | 10.1 | .0168 |
| Marshall | 157,992 | 24,891 | 20.2 | 33.1 | 16.1 | 11.6 | .0042 |
| Mason | 201,093 | 23,000 | 22.2 | 31.7 | 15.1 | 10.2 | .0059 |
| Massac | 140,782 | 16,506 | 26.5 | 25.3 | 12.0 | 4.6 | .0043 |
| Mercer | 216,269 | 24,677 | 21.8 | 28.7 | 19.0 | 11.2 | .0058 |
| ☐ Monroe | 248,426 | 25,869 | 21.0 | 29.7 | 20.3 | 11.6 | .0071 |
| Montgomery | 352,162 | 20,964 | 25.4 | 25.7 | 16.6 | 9.6 | .0112 |
| Morgan | 465,127 | 23,099 | 24.2 | 28.1 | 16.6 | 12.1 | .0150 |
| Moultrie | 158,267 | 22,922 | 23.7 | 31.0 | 16.8 | 8.8 | .0047 |
| Ogle | 635,733 | 29,991 | 18.6 | 28.2 | 22.4 | 17.5 | .0165 |
| Perry | 298,654 | 24,919 | 23.0 | 23.5 | 18.2 | 17.1 | .0086 |
| Piatt | 194,271 | 24,446 | 23.0 | 33.0 | 18.1 | 9.7 | .0055 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Pike | 167,674 | 16,091 | 30.9 | 24.3 | 9.4 | 5.3 | .0052 |
| Pope | 43,639 | 16,477 | 27.3 | 24.6 | 11.1 | 5.3 | .0012 |
| Pulaski | 72,293 | 13,921 | 27.2 | 20.7 | 8.5 | 5.3 | .0020 |
| Putnam | 76,444 | 27,370 | 18.9 | 31.8 | 20.6 | 13.0 | .0021 |
| Randolph | 396,028 | 24,361 | 22.5 | 30.5 | 17.0 | 11.2 | .0125 |
| Richland | 220,708 | 23,087 | 23.5 | 29.4 | 14.9 | 12.2 | .0070 |
| ☐ St. Clair | 3,035,512 | 23,535 | 20.8 | 25.3 | 17.1 | 14.0 | .0988 |
| • Belleville | 572,211 | 24,167 | 23.2 | 26.5 | 16.6 | 14.9 | .0210 |
| • East St. Louis | 326,602 | 11,497 | 21.2 | 16.7 | 9.1 | 7.4 | .0119 |
| Saline | 291,072 | 16,053 | 27.3 | 22.3 | 12.1 | 7.0 | .0108 |
| Schuyler | 94,078 | 22,705 | 23.4 | 27.9 | 15.6 | 11.9 | .0028 |
| Scott | 73,934 | 24,404 | 22.1 | 29.2 | 14.8 | 14.1 | .0019 |
| Shelby | 245,557 | 20,369 | 25.8 | 30.4 | 13.6 | 6.8 | .0071 |
| Stark | 101,485 | 29,310 | 16.4 | 28.9 | 19.9 | 18.8 | .0025 |
| Stephenson | 598,301 | 24,033 | 24.0 | 30.2 | 18.6 | 10.1 | .0186 |
| Union | 197,506 | 17,714 | 30.7 | 26.2 | 9.2 | 8.2 | .0060 |
| Vermilion | 1,099,100 | 23,725 | 21.9 | 28.9 | 17.0 | 12.1 | .0360 |
| Wabash | 159,468 | 21,946 | 23.0 | 30.5 | 15.3 | 8.1 | .0055 |
| Warren | 230,157 | 21,022 | 26.0 | 28.4 | 15.2 | 8.5 | .0070 |
| Washington | 173,137 | 22,058 | 23.9 | 29.3 | 15.3 | 10.0 | .0049 |
| Wayne | 185,437 | 17,628 | 29.3 | 26.1 | 11.1 | 6.4 | .0064 |
| White | 234,260 | 22,490 | 25.8 | 26.8 | 13.8 | 14.3 | .0066 |
| Whiteside | 724,775 | 24,752 | 22.4 | 30.6 | 19.8 | 9.5 | .0226 |
| Williamson | 558,398 | 16,726 | 28.5 | 27.8 | 10.1 | 4.1 | .0203 |
| **TOTAL METRO COUNTIES** | **140,785,069** | **30,780** | **17.2** | **24.6** | **19.9** | **23.2** | **4.1635** |
| **TOTAL STATE** | **164,545,300** | **28,975** | **18.5** | **25.3** | **19.2** | **20.8** | **4.9012** |

# Indiana

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **ANDERSON** | **131.2** | **.0534** | **32.7** | **10.1** | **16.9** | **20.3** | **25.7** | **48.8** |
| Madison | 131.2 | .0534 | 32.7 | 10.1 | 16.9 | 20.3 | 25.7 | 48.8 |
| • Anderson | 60.4 | .0246 | 32.9 | 11.5 | 16.3 | 18.0 | 28.5 | 23.8 |
| SUBURBAN TOTAL | 70.8 | .0288 | 32.5 | 9.0 | 17.3 | 22.3 | 23.4 | 25.0 |
| **BLOOMINGTON** | **101.4** | **.0413** | **26.8** | **27.1** | **19.6** | **16.3** | **17.6** | **36.6** |
| Monroe | 101.4 | .0413 | 26.8 | 27.1 | 19.6 | 16.3 | 17.6 | 36.6 |
| • Bloomington | 53.1 | .0216 | 24.2 | 41.4 | 18.8 | 11.8 | 14.9 | 18.1 |
| SUBURBAN TOTAL | 48.3 | .0197 | 31.0 | 11.4 | 20.6 | 21.2 | 20.6 | 18.5 |
| **ELKHART - GOSHEN** | **148.0** | **.0602** | **31.5** | **10.0** | **18.3** | **20.2** | **23.3** | **53.7** |
| Elkhart | 148.0 | .0602 | 31.5 | 10.0 | 18.3 | 20.2 | 23.3 | 53.7 |
| • Elkhart | 44.9 | .0183 | 32.0 | 10.7 | 18.6 | 17.3 | 27.1 | 18.0 |
| • Goshen | 21.7 | .0088 | 31.9 | 14.0 | 17.6 | 17.4 | 27.1 | 8.4 |
| SUBURBAN TOTAL | 81.4 | .0331 | 31.1 | 8.5 | 18.3 | 22.5 | 20.3 | 27.3 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA County City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **ANDERSON** | **826,870** | **184,467** | **69,465** | **102,812** | **37,998** | **192,452** | **37,584** |
| Madison | 826,870 | 184,467 | 69,465 | 102,812 | 37,998 | 192,452 | 37,584 |
| • Anderson | 584,392 | 134,748 | 53,111 | 65,747 | 30,060 | 144,601 | 23,303 |
| SUBURBAN TOTAL | 242,478 | 49,719 | 16,354 | 37,065 | 7,938 | 47,851 | 14,281 |
| **BLOOMINGTON** | **602,410** | **110,609** | **64,499** | **82,509** | **29,465** | **126,282** | **18,054** |
| Monroe | 602,410 | 110,609 | 64,499 | 82,509 | 29,465 | 126,282 | 18,054 |
| • Bloomington | 539,201 | 97,940 | 56,956 | 82,395 | 27,205 | 113,499 | 16,096 |
| SUBURBAN TOTAL | 63,209 | 12,669 | 7,543 | 114 | 2,260 | 12,783 | 1,958 |
| **ELKHART - GOSHEN** | **1,068,008** | **220,976** | **85,670** | **93,044** | **26,718** | **409,821** | **33,270** |
| Elkhart | 1,068,008 | 220,976 | 85,670 | 93,044 | 26,718 | 409,821 | 33,270 |
| • Elkhart | 658,795 | 147,163 | 53,616 | 70,904 | 10,373 | 250,979 | 18,148 |
| • Goshen | 191,099 | 35,550 | 14,320 | 6,868 | 6,194 | 77,346 | 7,202 |
| SUBURBAN TOTAL | 218,114 | 38,263 | 17,734 | 15,272 | 10,151 | 81,496 | 7,920 |

**The Bloomington/Bedford newspapers**
reaching 77% of all adults in households in a seven county regional trade area.

**That's 109,000 potential customers in South Central Indiana.**

The Bloomington/Bedford market represents a seven-county area of 69,400 households, 189,400 adults.

The **Bloomington/Bedford newspapers** reach:

77% of adults in households over seven days.
77% of the grocery shoppers
78% of the drug/HBA shoppers
89% of the cable TV users

For more information about the South Central Indiana market and how our newspapers reach your potential customers contact the Bloomington/Bedford newspapers.

**(812) 332-4401**

The Times-Mail
Sunday Herald-Times
The Herald-Telephone

**Represented nationally by Branham Newspaper Sales. Member of the Buy One Indiana Newspaper Group.**

Source: Market Opinion Research, 1986 study    ABC, 12-31-86 estimates

## IND. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **EVANSVILLE** | **283.4** | **.1154** | **33.1** | **10.8** | **17.2** | **19.3** | **27.4** | **108.4** | **1,957,115** | **380,818** | **185,241** | **278,297** | **108,972** | **416,021** | **58,546** |
| Posey | 26.7 | .0109 | 31.7 | 10.1 | 17.8 | 20.2 | 23.9 | 9.4 | 87,960 | 17,612 | 6,129 | 6,220 | 4,715 | 31,850 | 4,289 |
| Vanderburgh | 166.5 | .0678 | 34.1 | 11.6 | 16.7 | 18.2 | 30.3 | 66.4 | 1,407,963 | 252,294 | 141,692 | 227,947 | 84,009 | 268,086 | 39,412 |
| • Evansville | 128.8 | .0524 | 34.3 | 12.0 | 16.6 | 16.8 | 32.0 | 52.7 | 1,332,925 | 245,041 | 132,370 | 221,097 | 81,224 | 258,010 | 38,904 |
| Warrick | 47.3 | .0192 | 31.2 | 9.0 | 18.6 | 22.2 | 20.7 | 16.4 | 142,162 | 35,167 | 8,877 | 8,946 | 5,702 | 35,734 | 3,909 |
| *Henderson, Ky.* | *42.9* | *.0175* | *32.4* | *10.1* | *17.4* | *19.7* | *25.8* | *16.2* | *319,030* | *75,745* | *28,543* | *35,184* | *14,546* | *80,351* | *10,936* |
| SUBURBAN TOTAL | 154.6 | .0630 | 32.1 | 9.8 | 17.7 | 21.3 | 23.6 | 55.7 | 624,190 | 135,777 | 52,871 | 57,200 | 27,748 | 158,011 | 19,642 |
| **FORT WAYNE** | **359.1** | **.1461** | **31.1** | **10.8** | **18.3** | **19.3** | **23.6** | **130.3** | **2,310,009** | **435,490** | **231,787** | **299,242** | **140,713** | **511,875** | **89,568** |
| Allen | 297.7 | .1212 | 31.0 | 11.0 | 18.7 | 19.2 | 23.3 | 108.7 | 2,033,641 | 360,595 | 207,952 | 282,457 | 132,980 | 441,615 | 74,673 |
| • Fort Wayne | 175.1 | .0713 | 31.3 | 12.5 | 18.8 | 16.7 | 26.3 | 69.2 | 1,689,034 | 283,029 | 176,058 | 265,664 | 117,545 | 378,122 | 64,051 |
| De Kalb | 34.3 | .0139 | 31.6 | 9.8 | 16.7 | 19.5 | 24.8 | 12.0 | 140,100 | 35,780 | 12,952 | 11,336 | 4,053 | 35,595 | 6,586 |
| Whitley | 27.1 | .0110 | 32.1 | 9.8 | 16.8 | 19.4 | 25.8 | 9.6 | 136,268 | 39,115 | 10,883 | 5,449 | 3,680 | 34,665 | 8,309 |
| SUBURBAN TOTAL | 184.0 | .0748 | 31.0 | 9.2 | 17.9 | 21.8 | 21.0 | 61.1 | 620,975 | 152,461 | 55,729 | 33,578 | 23,168 | 133,753 | 25,517 |
| **GARY - HAMMOND** | **629.0** | **.2561** | **30.8** | **11.1** | **17.1** | **19.8** | **23.0** | **217.5** | **3,801,019** | **761,556** | **396,200** | **451,938** | **178,645** | **762,418** | **187,269** |
| Lake | 501.9 | .2044 | 31.1 | 10.9 | 16.7 | 19.5 | 24.0 | 174.3 | 3,232,597 | 631,436 | 332,331 | 403,548 | 157,223 | 637,484 | 141,352 |
| • East Chicago | 36.9 | .0150 | 30.9 | 11.8 | 14.8 | 16.7 | 27.3 | 13.2 | 129,477 | 23,366 | 18,902 | 10,885 | 6,452 | 22,515 | 11,172 |
| • Gary | 140.6 | .0572 | 28.9 | 11.2 | 16.3 | 17.6 | 22.4 | 47.5 | 502,878 | 114,231 | 45,560 | 39,689 | 18,382 | 100,607 | 31,297 |
| • Hammond | 87.8 | .0357 | 32.2 | 11.6 | 17.0 | 17.3 | 27.9 | 33.2 | 545,921 | 95,094 | 68,446 | 50,944 | 24,296 | 88,712 | 17,028 |
| Porter | 127.1 | .0517 | 29.8 | 11.8 | 19.1 | 21.2 | 18.8 | 43.2 | 568,422 | 130,120 | 63,869 | 48,390 | 21,422 | 124,934 | 45,917 |
| SUBURBAN TOTAL | 363.7 | .1482 | 31.1 | 10.8 | 17.8 | 21.6 | 21.5 | 123.6 | 2,622,743 | 528,865 | 263,292 | 350,420 | 129,515 | 550,584 | 127,772 |
| **INDIANAPOLIS** | **1,229.0** | **.5005** | **31.8** | **10.7** | **18.3** | **20.3** | **23.8** | **457.1** | **8,869,296** | **1,450,074** | **861,672** | **1,062,678** | **433,746** | **2,253,834** | **371,910** |
| Boone | 39.0 | .0159 | 33.3 | 8.8 | 16.9 | 22.3 | 24.9 | 14.0 | 211,219 | 38,504 | 17,403 | 9,624 | 8,550 | 40,515 | 9,293 |
| Hamilton | 99.2 | .0404 | 32.1 | 8.0 | 17.9 | 25.0 | 19.9 | 34.0 | 429,527 | 92,495 | 43,604 | 27,604 | 31,173 | 110,521 | 20,334 |
| Hancock | 47.6 | .0194 | 31.9 | 8.7 | 17.1 | 23.7 | 21.0 | 16.2 | 250,242 | 46,542 | 24,680 | 17,876 | 5,938 | 66,474 | 10,039 |
| Hendricks | 77.6 | .0316 | 31.4 | 9.2 | 18.3 | 23.0 | 20.5 | 25.6 | 280,716 | 87,097 | 26,719 | 13,499 | 10,370 | 58,014 | 12,308 |
| Johnson | 85.6 | .0348 | 31.0 | 10.5 | 18.1 | 21.7 | 21.1 | 29.4 | 519,357 | 56,386 | 36,812 | 143,007 | 24,547 | 92,350 | 14,755 |
| Marion | 785.9 | .3200 | 31.8 | 11.7 | 18.5 | 18.8 | 25.1 | 305.2 | 6,732,184 | 1,024,847 | 676,336 | 816,809 | 330,617 | 1,799,277 | 283,566 |
| • Indianapolis | 727.5 | .2962 | 31.7 | 11.6 | 18.6 | 18.8 | 24.9 | 281.9 | 6,354,899 | 956,735 | 631,623 | 790,879 | 315,823 | 1,714,785 | 268,377 |
| Morgan | 54.4 | .0222 | 31.6 | 9.2 | 17.0 | 22.5 | 21.7 | 18.6 | 284,345 | 73,519 | 23,435 | 21,845 | 14,943 | 42,586 | 12,613 |
| Shelby | 39.7 | .0162 | 32.5 | 9.3 | 16.6 | 20.7 | 25.3 | 14.1 | 161,706 | 30,684 | 12,683 | 12,414 | 7,608 | 44,097 | 9,002 |
| SUBURBAN TOTAL | 501.5 | .2043 | 32.0 | 9.5 | 17.8 | 22.5 | 22.1 | 175.2 | 2,514,397 | 493,339 | 230,049 | 271,799 | 117,923 | 539,049 | 103,533 |

OUTSTANDING ADVANTAGES!

Fort Wayne Newspapers means outstanding newspaper reach throughout the thriving, lucrative Fort Wayne market. The Journal-Gazette and The News-Sentinel in one combined daily buy will reach 240,000 readers in the 17-county area surrounding Fort Wayne. Within the 3-county MSA, 160,000 or 62% will read the daily newspaper.

The Sunday Journal-Gazette, recognized as one of the nation's fastest-growing Sunday newspapers, reaches nearly 350,000 adults in the 17-county area each and every week. A single insertion reaches 189,000 adults (74%) in the MSA.

The Journal-Gazette and The News-Sentinel... the advantage you need to reach today's sophisticated consumer.

For additional information, please call 219/461-8448.

SOURCE: The 1987 Fort Wayne CMS Continuing Market Study, Belden.

FORT WAYNE NEWSPAPERS
The Journal-Gazette ♦ The New-Sentinel
P.O Box 100 ♦ Fort Wayne, Indiana 46801
Represented nationally by Knight Ridder Newspaper Sales, Inc.

## METRO & COUNTY TOTALS

**IND.** (cont.) | POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KOKOMO** | **102.6** | **.0418** | **32.3** | **9.6** | **16.9** | **21.8** | **23.6** | **38.4** | **776,067** | **150,141** | **74,662** | **90,695** | **30,203** | **195,614** | **34,288** |
| Howard | 85.9 | .0350 | 31.9 | 9.8 | 17.2 | 21.9 | 22.8 | 32.1 | 699,005 | 130,915 | 68,661 | 88,168 | 29,006 | 169,465 | 31,600 |
| • Kokomo | 46.5 | .0189 | 32.2 | 10.6 | 17.4 | 18.9 | 26.1 | 18.7 | 655,882 | 124,761 | 66,470 | 79,173 | 26,095 | 167,082 | 29,518 |
| Tipton | 16.7 | .0068 | 34.0 | 9.0 | 16.0 | 21.0 | 27.4 | 6.3 | 77,062 | 19,226 | 6,001 | 2,527 | 1,197 | 26,149 | 2,688 |
| SUBURBAN TOTAL | 56.1 | .0229 | 32.4 | 8.9 | 16.5 | 24.1 | 21.5 | 19.7 | 120,185 | 25,380 | 8,192 | 11,522 | 4,108 | 28,532 | 4,770 |
| **LAFAYETTE - WEST LAFAYETTE** | **122.8** | **.0500** | **27.0** | **25.0** | **17.9** | **16.1** | **19.6** | **43.2** | **764,070** | **117,355** | **80,948** | **112,653** | **33,231** | **194,381** | **29,609** |
| Tippecanoe | 122.8 | .0500 | 27.0 | 25.0 | 17.9 | 16.1 | 19.6 | 43.2 | 764,070 | 117,355 | 80,948 | 112,653 | 33,231 | 194,381 | 29,609 |
| • Lafayette | 43.9 | .0179 | 31.9 | 12.8 | 19.6 | 17.5 | 26.5 | 18.3 | 541,739 | 74,738 | 45,884 | 86,322 | 23,891 | 155,871 | 19,158 |
| • West Lafayette | 20.8 | .0085 | 24.1 | 42.4 | 16.9 | 12.1 | 15.8 | 7.6 | 165,441 | 40,661 | 26,691 | 26,210 | 5,742 | 9,894 | 10,402 |
| SUBURBAN TOTAL | 58.1 | .0236 | 24.8 | 28.1 | 16.9 | 16.5 | 15.8 | 17.3 | 56,890 | 1,956 | 8,373 | 121 | 3,598 | 28,616 | 49 |
| **MUNCIE** | **121.0** | **.0493** | **30.7** | **16.3** | **16.1** | **19.2** | **23.9** | **43.5** | **891,407** | **171,378** | **90,107** | **100,512** | **53,693** | **186,146** | **43,707** |
| Delaware | 121.0 | .0493 | 30.7 | 16.3 | 16.1 | 19.2 | 23.9 | 43.5 | 891,407 | 171,378 | 90,107 | 100,512 | 53,693 | 186,146 | 43,707 |
| • Muncie | 73.3 | .0298 | 29.0 | 21.6 | 15.5 | 16.0 | 24.8 | 27.0 | 773,072 | 151,834 | 80,016 | 84,846 | 42,643 | 156,246 | 43,072 |
| SUBURBAN TOTAL | 47.7 | .0195 | 33.0 | 8.2 | 17.1 | 24.2 | 22.4 | 16.5 | 118,335 | 19,544 | 10,091 | 15,666 | 11,050 | 29,900 | 635 |
| **SOUTH BEND - MISHAWAKA** | **241.3** | **.0983** | **32.5** | **12.4** | **16.8** | **17.9** | **28.0** | **89.7** | **1,708,170** | **305,048** | **162,490** | **230,827** | **147,679** | **392,321** | **74,854** |
| St. Joseph | 241.3 | .0983 | 32.5 | 12.4 | 16.8 | 17.9 | 28.0 | 89.7 | 1,708,170 | 305,048 | 162,490 | 230,827 | 147,679 | 392,321 | 74,854 |
| • Mishawaka | 41.5 | .0169 | 32.4 | 12.1 | 18.5 | 16.9 | 28.4 | 17.5 | 572,033 | 89,328 | 49,009 | 115,228 | 69,161 | 114,313 | 24,233 |
| • South Bend | 107.9 | .0439 | 33.5 | 10.7 | 17.4 | 15.3 | 32.1 | 42.8 | 884,043 | 163,675 | 87,817 | 94,031 | 55,406 | 228,950 | 42,320 |
| SUBURBAN TOTAL | 91.9 | .0375 | 31.3 | 14.6 | 15.5 | 21.4 | 22.9 | 29.4 | 252,094 | 52,045 | 25,664 | 21,568 | 23,112 | 49,058 | 8,301 |
| **TERRE HAUTE** | **133.3** | **.0543** | **32.9** | **13.8** | **16.2** | **17.3** | **29.3** | **49.4** | **1,076,497** | **172,892** | **91,446** | **136,593** | **41,984** | **229,904** | **28,598** |
| Clay | 25.0 | .0102 | 35.2 | 9.4 | 15.1 | 18.6 | 31.6 | 9.4 | 121,441 | 20,716 | 8,666 | 10,523 | 2,695 | 36,884 | 6,373 |
| Vigo | 108.3 | .0441 | 32.5 | 14.8 | 16.4 | 17.1 | 28.8 | 40.0 | 955,056 | 152,176 | 82,780 | 126,070 | 39,289 | 193,020 | 22,225 |
| • Terre Haute | 57.4 | .0234 | 32.4 | 18.0 | 15.1 | 13.9 | 32.2 | 22.3 | 745,572 | 139,606 | 64,232 | 89,680 | 31,981 | 111,997 | 18,071 |
| SUBURBAN TOTAL | 75.9 | .0309 | 33.3 | 10.6 | 17.0 | 19.9 | 27.2 | 27.1 | 330,925 | 33,286 | 27,214 | 46,913 | 10,003 | 117,907 | 10,527 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 31.0 | .0126 | 30.5 | 9.8 | 16.1 | 18.0 | 24.7 | 10.3 | 156,121 | 34,219 | 16,862 | 8,465 | 8,375 | 41,152 | 6,317 |
| Bartholomew | 66.0 | .0269 | 31.9 | 9.3 | 18.0 | 22.7 | 21.8 | 24.3 | 341,810 | 62,064 | 30,862 | 52,069 | 20,043 | 68,449 | 12,249 |
| Benton | 9.5 | .0039 | 34.8 | 8.8 | 13.9 | 18.8 | 30.9 | 3.5 | 36,124 | 8,560 | 2,054 | | 1,193 | 8,754 | 1,805 |
| Blackford | 15.2 | .0061 | 33.7 | 9.0 | 15.8 | 20.2 | 27.8 | 5.6 | 61,917 | 16,890 | 4,441 | 5,890 | 2,232 | 16,551 | 3,542 |
| Brown | 13.4 | .0055 | 33.3 | 8.9 | 18.0 | 21.3 | 25.6 | 5.1 | 20,166 | 3,065 | 4,496 | 302 | 723 | 1,610 | 1,585 |
| Carroll | 19.3 | .0078 | 33.9 | 9.0 | 15.9 | 19.7 | 28.7 | 7.1 | 61,462 | 10,502 | 4,864 | 2,512 | 1,346 | 19,770 | 3,066 |
| Cass | 40.3 | .0164 | 33.7 | 9.3 | 16.0 | 19.8 | 28.2 | 14.8 | 204,696 | 41,210 | 17,136 | 22,521 | 10,197 | 49,211 | 11,409 |
| ☐ Clark | 89.1 | .0363 | 31.2 | 10.2 | 18.9 | 20.3 | 22.6 | 32.3 | 665,682 | 109,754 | 50,701 | 116,763 | 18,024 | 151,942 | 18,321 |
| Clinton | 30.8 | .0125 | 33.8 | 9.3 | 15.9 | 19.5 | 28.5 | 11.5 | 150,981 | 37,020 | 14,036 | 7,386 | 7,114 | 38,327 | 8,883 |
| Crawford | 10.5 | .0043 | 32.9 | 9.8 | 15.5 | 19.0 | 27.8 | 3.6 | 23,983 | 7,969 | 2,057 | 3,114 | 548 | 3,442 | |
| Daviess | 28.5 | .0116 | 33.9 | 9.2 | 15.3 | 17.8 | 30.4 | 10.3 | 142,963 | 32,972 | 10,066 | 15,481 | 4,558 | 29,264 | 5,678 |
| ☐ Dearborn | 38.4 | .0156 | 32.2 | 9.0 | 16.4 | 20.5 | 25.0 | 13.2 | 143,407 | 37,522 | 11,363 | 15,558 | 6,083 | 32,696 | 7,853 |
| Decatur | 23.4 | .0096 | 32.0 | 9.7 | 15.8 | 19.0 | 26.2 | 8.3 | 107,223 | 23,272 | 9,136 | 9,015 | 3,355 | 26,497 | 3,124 |
| Dubois | 36.8 | .0150 | 31.2 | 11.1 | 16.8 | 18.9 | 24.8 | 12.9 | 266,591 | 41,493 | 19,593 | 14,430 | 14,118 | 102,817 | 6,904 |
| Fayette | 27.4 | .0112 | 32.2 | 9.0 | 16.7 | 19.3 | 26.0 | 9.9 | 156,395 | 32,458 | 13,266 | 14,272 | 4,410 | 37,205 | 13,282 |
| ☐ Floyd | 63.5 | .0258 | 32.7 | 9.8 | 17.4 | 20.4 | 25.6 | 22.8 | 262,366 | 62,446 | 28,994 | 22,648 | 20,834 | 42,562 | 14,581 |
| • New Albany | 37.3 | .0152 | 34.0 | 10.2 | 17.1 | 17.8 | 30.4 | 14.4 | 230,534 | 51,655 | 25,875 | 21,840 | 18,371 | 40,783 | 11,206 |
| Fountain | 18.7 | .0077 | 34.8 | 9.1 | 15.0 | 20.3 | 29.4 | 6.8 | 73,624 | 16,619 | 8,049 | 3,345 | 1,318 | 26,546 | 3,574 |
| Franklin | 20.5 | .0083 | 31.0 | 9.3 | 15.8 | 19.7 | 24.0 | 6.4 | 47,715 | 19,525 | 4,049 | 934 | 986 | 8,320 | 1,812 |
| Fulton | 19.5 | .0079 | 35.1 | 9.1 | 14.8 | 19.0 | 31.1 | 7.4 | 92,651 | 22,086 | 10,569 | 8,545 | 1,305 | 23,566 | 7,038 |

*Get a better grasp of the South Bend Market and the facts that keep it ranked among **"Middle America's Honor Roll of Test Markets"***

*Call Rick Schmidt,*
*National Advertising Manager*
*219/233-6161*

*for a copy of the* ***South Bend Tribune's*** *latest market data brochure.*

Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.

South Bend Tribune

| IND. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| Gibson | 33.8 | .0138 | 34.5 | 10.4 | 15.0 | 19.5 | 29.9 | 12.8 | 225,611 | 51,451 | 16,213 | 18,642 | 6,531 | 63,786 | 11,648 |
| Grant | 77.9 | .0317 | 32.5 | 11.5 | 15.5 | 20.3 | 25.8 | 27.8 | 553,066 | 110,172 | 50,456 | 73,603 | 24,457 | 131,272 | 24,024 |
| Greene | 31.0 | .0126 | 36.1 | 8.2 | 15.3 | 19.3 | 32.1 | 12.1 | 125,274 | 37,744 | 7,761 | 12,358 | 3,613 | 23,386 | 6,264 |
| ☐ Harrison | 30.4 | .0124 | 31.7 | 9.8 | 17.0 | 20.5 | 23.9 | 10.3 | 87,331 | 22,918 | 7,697 | 6,604 | 4,954 | 16,109 | 3,589 |
| Henry | 50.7 | .0206 | 33.4 | 9.1 | 16.2 | 20.4 | 27.0 | 18.5 | 272,405 | 82,549 | 23,625 | 19,779 | 11,439 | 49,619 | 13,618 |
| Huntington | 37.2 | .0151 | 32.9 | 10.7 | 15.4 | 18.7 | 28.0 | 13.5 | 198,982 | 42,339 | 17,930 | 22,001 | 6,719 | 45,207 | 9,576 |
| Jackson | 37.1 | .0151 | 32.8 | 9.7 | 16.2 | 19.9 | 26.6 | 13.6 | 230,743 | 53,498 | 20,999 | 14,806 | 5,720 | 48,823 | 12,423 |
| Jasper | 27.6 | .0113 | 30.1 | 12.3 | 16.1 | 19.4 | 22.6 | 9.0 | 117,561 | 25,903 | 7,840 | 11,459 | 2,030 | 24,492 | 8,085 |
| Jay | 22.2 | .0090 | 33.9 | 9.1 | 14.9 | 19.4 | 29.0 | 8.2 | 92,945 | 27,586 | 8,106 | 5,837 | 4,151 | 20,450 | 4,448 |
| Jefferson | 29.4 | .0120 | 31.8 | 12.3 | 16.6 | 19.6 | 25.2 | 10.4 | 138,303 | 32,553 | 10,659 | 15,684 | 7,750 | 28,378 | 6,228 |
| Jennings | 24.1 | .0098 | 31.3 | 10.2 | 18.1 | 20.7 | 22.6 | 7.8 | 77,084 | 24,534 | 6,442 | 4,609 | 1,191 | 13,126 | 3,151 |
| Knox | 40.9 | .0167 | 34.2 | 13.9 | 14.6 | 18.0 | 30.7 | 15.7 | 263,431 | 51,163 | 22,758 | 29,877 | 13,665 | 58,895 | 14,148 |
| Kosciusko | 65.9 | .0268 | 31.6 | 10.5 | 18.0 | 19.7 | 24.2 | 23.9 | 330,695 | 65,856 | 28,636 | 24,303 | 12,692 | 86,172 | 14,469 |
| La Grange | 29.2 | .0119 | 28.8 | 9.5 | 16.0 | 18.1 | 21.9 | 9.1 | 112,709 | 30,335 | 15,002 | 4,422 | 2,551 | 17,026 | 3,767 |
| La Porte | 107.7 | .0438 | 32.4 | 10.0 | 18.0 | 19.4 | 26.0 | 37.4 | 574,368 | 112,064 | 50,274 | 76,397 | 27,733 | 135,174 | 27,080 |
| Lawrence | 43.4 | .0177 | 34.0 | 8.8 | 16.3 | 20.0 | 28.3 | 16.3 | 214,752 | 47,321 | 16,534 | 34,461 | 9,233 | 50,496 | 9,763 |
| Marshall | 42.0 | .0171 | 33.0 | 9.6 | 16.0 | 19.3 | 27.5 | 15.2 | 193,859 | 39,714 | 16,062 | 8,043 | 5,626 | 49,969 | 10,410 |
| Martin | 10.9 | .0044 | 32.2 | 9.5 | 16.3 | 19.5 | 26.0 | 3.9 | 46,022 | 14,379 | 2,645 | 2,674 | 1,871 | 11,473 | 1,079 |
| Miami | 39.2 | .0159 | 30.4 | 11.6 | 17.5 | 18.9 | 23.1 | 13.9 | 176,193 | 35,621 | 13,679 | 9,656 | 7,926 | 57,103 | 9,909 |
| Montgomery | 35.4 | .0144 | 33.8 | 11.1 | 15.6 | 20.3 | 27.8 | 13.2 | 211,015 | 46,378 | 17,076 | 24,653 | 7,847 | 57,455 | 10,736 |
| Newton | 14.6 | .0059 | 31.8 | 9.1 | 16.5 | 19.3 | 25.5 | 5.2 | 47,760 | 12,031 | 2,987 | 900 | 1,573 | 9,143 | 5,404 |
| Noble | 38.6 | .0157 | 31.5 | 9.9 | 17.3 | 18.9 | 25.0 | 13.7 | 151,480 | 38,245 | 12,185 | 18,140 | 4,757 | 35,369 | 6,674 |
| Ohio | 5.2 | .0022 | 34.4 | 9.4 | 14.9 | 20.8 | 28.3 | 2.0 | 15,715 | 7,710 | 1,530 | | 287 | | 398 |
| Orange | 19.1 | .0077 | 34.0 | 9.3 | 15.8 | 18.7 | 29.7 | 7.0 | 63,764 | 22,775 | 4,799 | 4,500 | 2,155 | 9,374 | 3,015 |
| Owen | 17.5 | .0072 | 34.4 | 8.3 | 15.6 | 20.6 | 28.4 | 6.6 | 45,240 | 10,792 | 4,228 | 693 | 1,889 | 13,790 | 1,893 |
| Parke | 16.2 | .0066 | 35.5 | 8.5 | 15.1 | 19.5 | 31.1 | 5.8 | 42,735 | 14,176 | 3,214 | 2,577 | 1,339 | 7,004 | 2,169 |
| Perry | 19.0 | .0077 | 33.6 | 10.1 | 15.2 | 18.0 | 29.9 | 6.6 | 96,730 | 26,099 | 6,809 | 15,163 | 4,792 | 13,742 | 4,864 |
| Pike | 13.5 | .0055 | 35.8 | 8.8 | 15.2 | 20.4 | 30.8 | 5.2 | 32,085 | 11,945 | 1,878 | 991 | 1,335 | 10,128 | 1,110 |
| Pulaski | 13.3 | .0054 | 33.7 | 9.2 | 14.5 | 18.3 | 29.8 | 5.0 | 73,141 | 10,578 | 4,776 | 1,974 | 1,514 | 25,943 | 5,824 |
| Putnam | 30.3 | .0124 | 32.8 | 15.7 | 14.2 | 20.3 | 26.5 | 9.9 | 115,501 | 37,030 | 9,394 | 6,594 | 4,165 | 20,236 | 6,051 |
| Randolph | 29.2 | .0119 | 33.5 | 9.1 | 15.6 | 20.4 | 27.3 | 10.8 | 123,051 | 34,768 | 9,291 | 4,836 | 6,322 | 27,655 | 6,368 |
| Ripley | 25.8 | .0105 | 32.5 | 9.3 | 15.3 | 18.5 | 27.7 | 8.7 | 102,595 | 31,712 | 5,935 | 6,361 | 4,070 | 20,185 | 4,177 |
| Rush | 18.6 | .0075 | 33.1 | 9.5 | 14.7 | 18.9 | 28.4 | 6.5 | 86,847 | 18,888 | 4,448 | 6,351 | 4,186 | 29,057 | 5,570 |
| Scott | 20.8 | .0084 | 31.3 | 9.6 | 16.6 | 20.4 | 23.5 | 7.3 | 96,272 | 19,596 | 8,355 | 11,149 | 2,001 | 18,443 | 4,181 |
| Spencer | 20.3 | .0083 | 32.9 | 10.2 | 16.1 | 19.2 | 27.4 | 6.8 | 73,848 | 23,930 | 5,175 | 1,585 | 2,461 | 23,008 | 2,214 |
| Starke | 22.3 | .0090 | 32.7 | 9.0 | 15.4 | 19.4 | 27.0 | 7.9 | 100,763 | 21,945 | 5,444 | 8,344 | 1,788 | 20,271 | 7,772 |
| Steuben | 27.8 | .0114 | 32.9 | 11.6 | 15.9 | 19.3 | 27.3 | 10.3 | 160,676 | 32,413 | 14,827 | 10,040 | 5,846 | 26,131 | 4,608 |
| Sullivan | 20.9 | .0085 | 36.1 | 8.2 | 15.2 | 18.0 | 33.5 | 8.1 | 60,327 | 17,736 | 3,217 | 2,893 | 1,410 | 15,091 | 2,620 |
| Switzerland | 7.6 | .0031 | 35.7 | 8.5 | 13.8 | 20.1 | 31.1 | 2.7 | 14,477 | 5,743 | 1,130 | 150 | 272 | 1,247 | 179 |
| Union | 6.9 | .0028 | 32.9 | 9.2 | 15.8 | 20.0 | 26.7 | 2.4 | 24,792 | 8,060 | 1,176 | 524 | 998 | 3,186 | 1,222 |
| Vermillion | 17.9 | .0072 | 35.4 | 8.5 | 15.7 | 19.0 | 31.6 | 7.1 | 70,198 | 13,648 | 3,079 | 2,212 | 193 | 31,130 | 2,376 |
| Wabash | 35.6 | .0145 | 32.4 | 11.7 | 15.5 | 19.5 | 26.4 | 12.5 | 150,588 | 29,099 | 11,055 | 18,385 | 5,319 | 34,445 | 9,939 |
| Warren | 8.5 | .0035 | 33.9 | 8.7 | 15.2 | 21.1 | 27.2 | 2.9 | 8,999 | 3,640 | 793 | 91 | 163 | 405 | 907 |
| Washington | 23.1 | .0094 | 32.5 | 9.8 | 15.5 | 19.8 | 26.3 | 8.2 | 101,161 | 22,811 | 4,194 | 7,443 | 2,736 | 29,478 | 3,247 |
| Wayne | 71.8 | .0293 | 33.9 | 9.8 | 15.4 | 19.9 | 28.4 | 26.9 | 596,146 | 114,252 | 46,137 | 87,713 | 23,133 | 147,412 | 22,447 |
| Richmond | 38.8 | .0158 | 33.9 | 11.2 | 15.4 | 17.5 | 30.8 | 15.3 | 499,934 | 88,143 | 39,143 | 83,925 | 20,552 | 132,500 | 18,820 |
| Wells | 25.4 | .0103 | 32.3 | 9.8 | 16.6 | 19.9 | 25.7 | 9.2 | 104,375 | 21,010 | 8,993 | 4,148 | 5,895 | 40,886 | 3,891 |
| White | 24.0 | .0098 | 33.9 | 8.9 | 16.1 | 18.4 | 29.8 | 9.2 | 120,682 | 30,424 | 12,444 | 7,395 | 2,588 | 32,921 | 4,488 |
| **TOTAL METRO COUNTIES** | **3,780.6** | **1.5393** | **31.4** | **12.0** | **17.7** | **19.6** | **24.1** | **1,379.0** | **25,490,694** | **4,617,699** | **2,464,399** | **3,168,189** | **1,298,396** | **6,034,027** | **1,040,665** |
| **TOTAL STATE** | **5,570.8** | **2.2680** | **31.9** | **11.4** | **17.2** | **19.6** | **25.0** | **2,023.6** | **34,272,084** | **6,599,839** | **3,186,125** | **3,980,886** | **1,636,149** | **8,152,490** | **1,455,367** |

| IND. | EFFECTIVE BUYING INCOME—1987 | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | |
| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
| **ANDERSON** | **1,537,314** | **25,475** | **21.4** | **29.3** | **19.0** | **13.1** | **.0507** |
| Madison | 1,537,314 | 25,475 | 21.4 | 29.3 | 19.0 | 13.1 | .0507 |
| • Anderson | 683,822 | 22,459 | 24.1 | 29.5 | 15.7 | 10.5 | .0270 |
| SUBURBAN TOTAL | 853,492 | 28,613 | 18.9 | 29.1 | 22.1 | 15.6 | .0237 |
| **BLOOMINGTON** | **1,166,229** | **21,162** | **25.4** | **25.0** | **13.9** | **13.6** | **.0381** |
| Monroe | 1,166,229 | 21,162 | 25.4 | 25.0 | 13.9 | 13.6 | .0381 |
| • Bloomington | 561,951 | 16,704 | 28.4 | 19.5 | 10.1 | 12.7 | .0236 |
| SUBURBAN TOTAL | 604,278 | 25,595 | 22.5 | 30.3 | 17.7 | 14.4 | .0145 |
| **ELKHART - GOSHEN** | **1,783,168** | **25,712** | **22.9** | **32.1** | **18.0** | **13.4** | **.0607** |
| Elkhart | 1,783,168 | 25,712 | 22.9 | 32.1 | 18.0 | 13.4 | .0607 |
| • Elkhart | 541,656 | 22,299 | 25.6 | 30.0 | 14.3 | 11.0 | .0249 |
| • Goshen | 252,5[illegible] | 22,618 | 28.4 | 31.2 | 16.7 | 9.2 | .0094 |
| SUBURBAN TOTAL | 988,941 | 28,900 | 19.4 | 33.8 | 20.8 | 16.2 | .0264 |
| **EVANSVILLE** | **3,587,903** | **25,525** | **21.5** | **27.8** | **18.6** | **14.4** | **.1169** |
| Posey | 306,825 | 27,601 | 19.7 | 28.7 | 22.3 | 12.9 | .0087 |
| Vanderburgh | 2,260,334 | 25,251 | 22.0 | 26.7 | 17.1 | 16.3 | .0761 |

| | EFFECTIVE BUYING INCOME—1987 | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | |
| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
| • Evansville | 1,657,468 | 22,990 | 24.0 | 27.0 | 15.8 | 13.3 | .0622 |
| Warrick | 507,060 | 26,858 | 19.8 | 30.8 | 22.7 | 10.2 | .0144 |
| *Henderson, Ky.* | *513,684* | *24,188* | *22.5* | *29.0* | *18.5* | *11.4* | *.0177* |
| SUBURBAN TOTAL | 1,930,435 | 27,953 | 19.2 | 28.6 | 21.2 | 15.4 | .0547 |
| **FORT WAYNE** | **4,476,356** | **27,518** | **21.2** | **29.6** | **20.4** | **15.2** | **.1439** |
| Allen | 3,796,499 | 27,773 | 20.9 | 29.0 | 20.5 | 15.9 | .1230 |
| • Fort Wayne | 2,125,755 | 23,337 | 24.9 | 29.1 | 17.0 | 11.5 | .0803 |
| De Kalb | 386,251 | 26,980 | 21.7 | 32.7 | 19.5 | 12.5 | .0114 |
| Whitley | 293,606 | 25,716 | 23.2 | 32.5 | 20.3 | 10.1 | .0095 |
| SUBURBAN TOTAL | 2,350,601 | 32,014 | 17.0 | 30.0 | 24.2 | 19.3 | .0636 |
| **GARY - HAMMOND** | **7,006,415** | **27,351** | **17.6** | **30.5** | **21.4** | **12.8** | **.2344** |
| Lake | 5,391,741 | 26,218 | 18.0 | 30.7 | 20.0 | 11.8 | .1878 |
| • East Chicago | 344,005 | 21,365 | 18.0 | 27.8 | 15.3 | 9.3 | .0109 |
| • Gary | 1,224,170 | 21,032 | 19.2 | 27.8 | 15.6 | 8.4 | .0403 |
| • Hammond | 957,920 | 24,532 | 21.0 | 32.5 | 18.3 | 8.9 | .0327 |
| Porter | 1,614,674 | 32,213 | 16.3 | 29.1 | 26.9 | 17.0 | .0466 |

**IND.** (cont.)

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| SUBURBAN TOTAL | 4,480,320 | 30,808 | 16.2 | 31.1 | 25.1 | 16.0 | .1505 |
| **INDIANAPOLIS** | **16,458,604** | **28,391** | **19.7** | **27.8** | **19.7** | **18.4** | **.5290** |
| Boone | 507,264 | 27,750 | 19.6 | 28.7 | 19.7 | 17.4 | .0152 |
| Hamilton | 1,474,851 | 34,713 | 15.5 | 25.6 | 22.4 | 27.1 | .0395 |
| Hancock | 599,480 | 31,977 | 17.3 | 27.2 | 25.5 | 18.8 | .0181 |
| Hendricks | 916,513 | 30,737 | 17.8 | 30.3 | 25.6 | 15.3 | .0260 |
| Johnson | 1,048,800 | 29,482 | 18.6 | 29.4 | 23.1 | 16.1 | .0332 |
| Marion | 10,880,289 | 27,400 | 20.4 | 27.4 | 18.2 | 18.7 | .3646 |
| ● Indianapolis | 9,969,957 | 27,205 | 20.4 | 27.1 | 18.2 | 18.6 | .3383 |
| Morgan | 609,404 | 27,738 | 19.7 | 30.3 | 21.4 | 13.1 | .0195 |
| Shelby | 422,003 | 24,346 | 23.5 | 32.9 | 17.8 | 9.4 | .0129 |
| SUBURBAN TOTAL | 6,488,647 | 29,985 | 18.5 | 28.9 | 22.2 | 18.2 | .1907 |
| **KOKOMO** | **1,354,099** | **28,476** | **19.2** | **27.3** | **18.9** | **19.6** | **.0447** |
| Howard | 1,156,276 | 29,188 | 18.4 | 26.8 | 19.2 | 20.9 | .0387 |
| ● Kokomo | 599,840 | 24,779 | 21.0 | 26.9 | 16.9 | 15.7 | .0259 |
| Tipton | 197,823 | 25,288 | 23.6 | 30.0 | 17.2 | 13.0 | .0060 |
| SUBURBAN TOTAL | 754,259 | 31,797 | 17.6 | 27.6 | 20.8 | 23.3 | .0188 |
| **LAFAYETTE - WEST LAFAYETTE** | **1,508,620** | **24,723** | **24.0** | **27.8** | **17.0** | **15.2** | **.0483** |
| Tippecanoe | 1,508,620 | 24,723 | 24.0 | 27.8 | 17.0 | 15.2 | .0483 |
| ● Lafayette | 569,825 | 24,172 | 23.8 | 30.3 | 17.2 | 11.7 | .0230 |
| ● West Lafayette | 280,425 | 21,056 | 27.4 | 20.3 | 12.5 | 19.4 | .0093 |
| SUBURBAN TOTAL | 658,370 | 26,700 | 22.8 | 28.0 | 18.8 | 17.2 | .0160 |
| **MUNCIE** | **1,363,463** | **23,916** | **22.9** | **27.9** | **17.6** | **12.3** | **.0485** |
| Delaware | 1,363,463 | 23,916 | 22.9 | 27.9 | 17.6 | 12.3 | .0485 |
| ● Muncie | 773,631 | 19,891 | 26.5 | 26.5 | 13.5 | 9.8 | .0331 |
| SUBURBAN TOTAL | 589,832 | 30,841 | 16.9 | 30.2 | 24.3 | 16.3 | .0154 |
| **SOUTH BEND - MISHAWAKA** | **2,952,065** | **25,562** | **22.3** | **29.7** | **18.1** | **13.6** | **.0990** |
| St. Joseph | 2,952,065 | 25,562 | 22.3 | 29.7 | 18.1 | 13.6 | .0990 |
| ● Mishawaka | 498,348 | 22,786 | 25.5 | 31.6 | 16.2 | 8.5 | .0223 |

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| ● South Bend | 1,281,047 | 22,734 | 24.6 | 29.2 | 15.6 | 11.2 | .0460 |
| SUBURBAN TOTAL | 1,172,670 | 31,670 | 17.1 | 29.5 | 22.8 | 20.1 | .0307 |
| **TERRE HAUTE** | **1,542,542** | **23,182** | **24.7** | **28.2** | **15.9** | **12.7** | **.0559** |
| Clay | 266,851 | 22,512 | 24.6 | 29.1 | 16.8 | 9.6 | .0085 |
| Vigo | 1,275,691 | 23,340 | 24.8 | 27.9 | 15.7 | 13.5 | .0474 |
| ● Terre Haute | 624,757 | 19,972 | 27.8 | 27.6 | 12.5 | 9.8 | .0289 |
| SUBURBAN TOTAL | 917,785 | 26,146 | 22.3 | 28.5 | 18.7 | 15.2 | .0270 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 337,845 | 26,713 | 21.5 | 30.4 | 18.7 | 14.4 | .0108 |
| Bartholomew | 1,031,076 | 33,402 | 15.1 | 25.4 | 21.3 | 25.9 | .0281 |
| Benton | 101,161 | 22,482 | 26.3 | 31.5 | 14.5 | 10.0 | .0030 |
| Blackford | 161,834 | 23,467 | 24.1 | 28.4 | 18.8 | 9.5 | .0050 |
| Brown | 134,168 | 21,027 | 28.6 | 30.7 | 14.6 | 7.0 | .0036 |
| Carroll | 222,076 | 25,031 | 24.1 | 32.4 | 18.3 | 11.1 | .0063 |
| Cass | 430,664 | 23,357 | 24.9 | 31.1 | 18.2 | 8.5 | .0139 |
| ☐ Clark | 960,125 | 24,414 | 23.2 | 32.1 | 17.8 | 10.0 | .0352 |
| Clinton | 353,951 | 23,388 | 25.1 | 29.8 | 16.8 | 10.9 | .0110 |
| Crawford | 81,382 | 16,747 | 29.4 | 24.0 | 11.6 | 5.6 | .0026 |
| Daviess | 301,523 | 21,575 | 26.6 | 27.2 | 13.8 | 12.2 | .0097 |
| ☐ Dearborn | 422,560 | 26,567 | 20.2 | 29.9 | 19.7 | 13.2 | .0125 |
| Decatur | 238,081 | 22,741 | 25.0 | 31.9 | 15.3 | 9.8 | .0079 |
| Dubois | 407,063 | 24,526 | 23.1 | 32.0 | 17.7 | 10.3 | .0145 |
| Fayette | 299,337 | 23,780 | 23.5 | 31.8 | 17.1 | 10.9 | .0099 |
| ☐ Floyd | 708,628 | 24,807 | 21.9 | 30.0 | 18.7 | 11.9 | .0213 |
| ● New Albany | 405,720 | 21,956 | 24.6 | 29.7 | 15.3 | 9.5 | .0139 |
| Fountain | 164,121 | 19,266 | 28.7 | 30.4 | 12.9 | 4.8 | .0056 |
| Franklin | 189,286 | 22,671 | 25.6 | 30.7 | 14.8 | 11.2 | .0054 |
| Fulton | 203,120 | 21,582 | 27.6 | 31.6 | 13.4 | 8.8 | .0066 |
| Gibson | 378,790 | 23,071 | 23.6 | 27.5 | 17.4 | 11.1 | .0131 |

**Elkhart County Is The Fastest Growing Metro Area* In Indiana!**
**Elkhart, Indiana - Ranked 45th In The U.S. In Retail Sales Per Household.**

According to Indiana Department of Employment - Elkhart County is the fastest growing metropolitan area in the state. The Elkhart Truth covers the richest county in "Michiana" in retail sales per household with the greatest circulation penetration Monday through Sunday. Consider targeting your advertising dollars in the rich Elkhart retail sales market for highest return in sales dollars per household.

**ELKHART'S RETAIL SALES PER HOUSEHOLD OF $36,920.**
and that's 90% GREATER than the city of South Bend. S&MM ranks Elkhart 45th in Retail Sales per household . . . South Bend 99th. Only The Truth covers Elkhart with 70% household penetration compared to The South Bend Tribune's 9%.

The Elkhart Truth

Represented by **BRANHAM** Newspaper Sales

*S&MM's survey of Buying Power, July 1987.

**Call (219)294-1661 ext. 262 for Market Information**

**In Indiana, The Buy One Indiana Newspaper Group is your best buy after Indianapolis!**

- Daily circulation: 195,802
- E.B.I. (000): $10,037,718
- Total population: 1,090,000
- Retail sales (000): $5,594,644
- Total households: 397,000
- Food Sales (000) $1,228,653.

*One order, one bill...five excellent middle market newspapers in central Indiana.*

●Anderson ●Bloomington/Bedford ●Lafayette
●Muncie ●Terre Haute

Buy 1 Indiana Newspaper Group

Representated by Branham Newspaper Sales, Inc.

## IND. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Grant | 870,226 | 24,690 | 22.0 | 29.3 | 18.3 | 12.5 | .0307 |
| Greene | 317,928 | 19,502 | 27.1 | 25.9 | 15.3 | 7.7 | .0098 |
| ☐ Harrison | 304,099 | 23,873 | 23.6 | 32.8 | 16.7 | 10.0 | .0090 |
| Henry | 535,453 | 23,132 | 24.5 | 30.3 | 16.8 | 10.1 | .0177 |
| Huntington | 423,502 | 24,827 | 24.9 | 32.1 | 17.6 | 11.2 | .0135 |
| Jackson | 390,399 | 23,108 | 24.1 | 29.9 | 17.9 | 9.0 | .0136 |
| Jasper | 280,604 | 24,775 | 23.2 | 33.3 | 16.6 | 11.0 | .0090 |
| Jay | 203,257 | 19,606 | 29.5 | 30.7 | 11.9 | 6.2 | .0067 |
| Jefferson | 331,588 | 23,443 | 25.5 | 27.5 | 16.8 | 13.5 | .0103 |
| Jennings | 220,322 | 22,281 | 25.1 | 31.0 | 15.6 | 8.6 | .0070 |
| Knox | 390,135 | 17,809 | 27.7 | 26.7 | 11.2 | 6.8 | .0147 |
| Kosciusko | 791,812 | 25,580 | 23.1 | 30.6 | 18.7 | 13.6 | .0241 |
| La Grange | 263,025 | 22,014 | 27.8 | 31.3 | 14.6 | 9.2 | .0087 |
| La Porte | 1,169,188 | 25,240 | 22.3 | 30.1 | 19.7 | 11.3 | .0382 |
| Lawrence | 450,790 | 21,269 | 26.2 | 28.3 | 16.0 | 8.8 | .0148 |
| Marshall | 456,392 | 23,244 | 25.4 | 29.7 | 17.6 | 10.1 | .0142 |
| Martin | 113,676 | 23,157 | 24.5 | 28.1 | 17.8 | 11.2 | .0036 |
| Miami | 384,248 | 21,404 | 29.1 | 30.4 | 16.0 | 7.0 | .0126 |
| Montgomery | 394,574 | 23,606 | 26.5 | 30.9 | 17.5 | 10.1 | .0132 |
| Newton | 143,036 | 22,911 | 23.2 | 32.7 | 15.8 | 7.9 | .0043 |
| Noble | 393,037 | 23,204 | 26.3 | 31.8 | 17.9 | 8.1 | .0123 |
| Ohio | 61,916 | 24,135 | 21.5 | 25.3 | 18.1 | 14.0 | .0016 |
| Orange | 168,205 | 18,295 | 28.9 | 29.1 | 10.2 | 5.9 | .0054 |
| Owen | 159,154 | 18,711 | 28.1 | 29.1 | 12.0 | 5.6 | .0048 |
| Parke | 148,296 | 19,903 | 26.7 | 29.6 | 13.6 | 6.5 | .0045 |
| Perry | 169,984 | 20,313 | 26.0 | 29.9 | 15.1 | 5.6 | .0060 |
| Pike | 139,410 | 20,429 | 26.5 | 27.0 | 15.6 | 8.4 | .0040 |
| Pulaski | 150,026 | 22,439 | 26.7 | 28.6 | 14.6 | 12.5 | .0047 |
| Putnam | 323,441 | 25,376 | 22.4 | 28.1 | 19.7 | 12.5 | .0099 |
| Randolph | 284,704 | 21,465 | 26.4 | 32.3 | 15.3 | 6.3 | .0092 |
| Ripley | 259,732 | 23,179 | 23.6 | 30.2 | 16.0 | 11.2 | .0082 |
| Rush | 175,152 | 21,041 | 27.9 | 30.0 | 15.2 | 7.5 | .0058 |
| Scott | 203,036 | 22,128 | 26.9 | 31.0 | 15.5 | 8.4 | .0067 |
| Spencer | 207,916 | 24,110 | 23.1 | 27.9 | 17.7 | 12.1 | .0064 |
| Starke | 185,588 | 18,790 | 27.1 | 30.6 | 12.1 | 4.5 | .0066 |
| Steuben | 299,952 | 22,384 | 25.7 | 31.4 | 15.5 | 9.0 | .0101 |
| Sullivan | 179,915 | 16,987 | 31.4 | 27.9 | 10.7 | 3.7 | .0057 |
| Switzerland | 63,281 | 17,939 | 28.9 | 28.1 | 10.6 | 5.7 | .0019 |
| Union | 72,247 | 23,473 | 25.3 | 29.3 | 16.5 | 12.3 | .0022 |
| Vermillion | 206,413 | 22,660 | 26.0 | 27.1 | 17.0 | 11.1 | .0061 |
| Wabash | 383,450 | 23,286 | 26.0 | 31.6 | 16.6 | 10.1 | .0117 |
| Warren | 106,764 | 29,857 | 17.0 | 28.3 | 21.0 | 19.5 | .0026 |
| Washington | 216,858 | 20,457 | 27.8 | 30.3 | 12.8 | 7.9 | .0073 |
| Wayne | 760,962 | 22,062 | 25.3 | 30.4 | 15.0 | 9.3 | .0294 |
| Richmond | 404,211 | 19,706 | 26.7 | 28.6 | 12.9 | 7.9 | .0192 |
| Wells | 271,924 | 23,696 | 25.9 | 32.1 | 17.7 | 9.1 | .0082 |
| White | 246,645 | 21,759 | 27.2 | 33.0 | 14.1 | 7.2 | .0082 |
| **TOTAL METRO COUNTIES** | **46,618,506** | **26,709** | **20.7** | **28.8** | **19.2** | **15.3** | **1.5304** |
| **TOTAL STATE** | **65,622,147** | **25,405** | **22.1** | **29.1** | **18.3** | **13.7** | **2.1436** |

## Iowa

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **CEDAR RAPIDS** | **168.4** | **.0686** | **31.4** | **11.6** | **18.8** | **20.0** | **23.3** | **66.2** |
| Linn | 168.4 | .0686 | 31.4 | 11.6 | 18.8 | 20.0 | 23.3 | 66.2 |
| • Cedar Rapids | 108.1 | .0440 | 31.7 | 12.1 | 19.0 | 18.8 | 25.0 | 44.2 |
| SUBURBAN TOTAL | 60.3 | .0246 | 30.8 | 10.8 | 18.1 | 22.2 | 20.2 | 22.0 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **374.0** | **.1522** | **31.8** | **11.0** | **17.7** | **19.4** | **24.9** | **142.4** |
| Scott | 159.0 | .0647 | 30.4 | 11.3 | 19.4 | 19.5 | 21.6 | 60.5 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **CEDAR RAPIDS** | **1,077,031** | **212,865** | **100,674** | **227,045** | **46,518** | **205,461** | **33,462** |
| Linn | 1,077,031 | 212,865 | 100,674 | 227,045 | 46,518 | 205,461 | 33,462 |
| • Cedar Rapids | 901,574 | 152,361 | 81,552 | 222,162 | 40,626 | 174,985 | 26,804 |
| SUBURBAN TOTAL | 175,457 | 60,504 | 19,122 | 4,883 | 5,892 | 30,476 | 6,658 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **2,303,299** | **433,746** | **245,722** | **342,320** | **97,358** | **541,205** | **91,308** |
| Scott | 995,185 | 187,655 | 112,507 | 173,647 | 54,731 | 200,578 | 29,724 |

- **198,000** Plus Readers in Sixteen Counties
- Average Household Effective Buying Income: **$33,399***

*Sales & Marketing Management 10/26/87

**Our coverage of this rich market area is SIX times greater than any other newspaper, or combination of newspapers, in the State of Iowa.**

***Meet Eastern Iowa's rich market . . . and the best way to reach that market!***

**The Gazette**

**Cedar Rapids, Iowa**

*Represented by* **Branham**

NEWSPAPER SALES

| **IOWA** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| • Davenport | 98.7 | .0402 | 30.5 | 12.4 | 19.7 | 17.5 | 23.7 | 39.1 | 713,954 | 123,374 | 79,474 | 128,949 | 44,234 | 163,111 | 22,126 |
| *Henry, Ill.* | 55.3 | .0225 | 33.6 | 9.1 | 15.7 | 20.0 | 27.8 | 20.4 | 219,510 | 44,792 | 21,215 | 10,166 | 11,807 | 60,078 | 9,894 |
| *Rock Island, Ill.* | 159.7 | .0650 | 32.7 | 11.3 | 16.9 | 19.1 | 27.1 | 61.5 | 1,088,604 | 201,299 | 112,000 | 158,507 | 30,820 | 280,549 | 51,690 |
| • *Moline* | 44.6 | .0182 | 34.0 | 11.2 | 17.2 | 18.6 | 29.6 | 18.5 | 482,796 | 65,033 | 55,316 | 115,451 | 20,843 | 96,520 | 18,423 |
| • *Rock Island* | 43.8 | .0178 | 32.9 | 13.2 | 15.8 | 16.2 | 30.4 | 17.1 | 200,022 | 32,642 | 23,404 | 13,097 | 3,814 | 51,215 | 11,844 |
| SUBURBAN TOTAL | 186.9 | .0760 | 31.8 | 9.6 | 17.5 | 21.4 | 23.0 | 67.7 | 906,527 | 212,697 | 87,528 | 84,823 | 28,467 | 230,359 | 38,915 |
| **DES MOINES** | **385.4** | **.1568** | **31.9** | **11.2** | **19.0** | **19.9** | **24.2** | **154.9** | **2,702,276** | **589,245** | **272,517** | **426,611** | **149,977** | **580,917** | **65,999** |
| Dallas | 30.1 | .0122 | 33.5 | 8.5 | 17.2 | 20.2 | 27.2 | 11.8 | 118,804 | 36,512 | 5,378 | 12,740 | 3,238 | 32,913 | 1,738 |
| Polk | 318.1 | .1295 | 31.9 | 11.6 | 19.2 | 19.6 | 24.5 | 129.9 | 2,487,277 | 526,418 | 260,544 | 409,199 | 145,307 | 510,463 | 62,212 |
| • Des Moines | 194.1 | .0790 | 32.3 | 12.3 | 19.2 | 17.4 | 27.4 | 82.5 | 1,669,198 | 3[illegible],773 | 173,088 | 291,432 | 95,854 | 362,213 | 39,583 |
| Warren | 37.2 | .0151 | 30.8 | 10.0 | 18.0 | 22.1 | 20.4 | 13.2 | 96,195 | [illegible],315 | 6,595 | 4,672 | 1,432 | 37,541 | 2,049 |
| SUBURBAN TOTAL | 191.3 | .0778 | 31.5 | 10.0 | 19.0 | 22.4 | 21.0 | 72.4 | 1,033,078 | 248,472 | 99,429 | 135,179 | 54,123 | 218,704 | 26,416 |
| **DUBUQUE** | **90.8** | **.0369** | **30.2** | **12.3** | **16.4** | **17.8** | **24.3** | **31.3** | **529,552** | **107,518** | **51,068** | **100,488** | **30,331** | **99,756** | **18,866** |
| Dubuque | 90.8 | .0369 | 30.2 | 12.3 | 16.4 | 17.8 | 24.3 | 31.3 | 529,552 | 107,518 | 51,068 | 100,488 | 30,331 | 99,756 | 18,866 |
| • Dubuque | 59.5 | .0242 | 31.5 | 13.1 | 16.6 | 16.9 | 27.2 | 21.9 | 467,237 | 97,105 | 45,229 | 98,234 | 24,585 | 81,715 | 17,945 |
| SUBURBAN TOTAL | 31.3 | .0127 | 27.7 | 10.9 | 16.3 | 19.2 | 18.9 | 9.4 | 62,315 | 10,413 | 5,839 | 2,254 | 5,746 | 18,041 | 921 |
| **IOWA CITY** | **85.9** | **.0350** | **27.3** | **24.9** | **23.7** | **15.7** | **16.0** | **33.3** | **459,504** | **98,445** | **56,937** | **66,183** | **26,232** | **78,812** | **12,990** |
| Johnson | 85.9 | .0350 | 27.3 | 24.9 | 23.7 | 15.7 | 16.0 | 33.3 | 459,504 | 98,445 | 56,937 | 66,153 | 26,232 | 78,812 | 12,990 |
| • Iowa City | 50.6 | .0206 | 25.7 | 31.7 | 24.1 | 13.4 | 14.2 | 19.5 | 327,044 | 73,615 | 39,045 | 51,825 | 16,664 | 49,632 | 10,135 |
| SUBURBAN TOTAL | 35.3 | .0144 | 29.7 | 15.1 | 22.7 | 19.1 | 18.8 | 13.8 | 132,460 | 24,830 | 17,892 | 14,353 | 9,568 | 29,180 | 2,855 |
| **SIOUX CITY** | **116.4** | **.0474** | **32.2** | **10.7** | **17.0** | **17.4** | **27.8** | **44.6** | **732,491** | **151,236** | **65,828** | **118,352** | **33,703** | **156,050** | **19,449** |
| Woodbury | 98.4 | .0401 | 32.6 | 10.8 | 16.6 | 17.3 | 28.7 | 38.1 | 670,009 | 139,113 | 57,089 | 117,754 | 28,791 | 143,416 | 17,953 |
| • Sioux City | 79.0 | .0322 | 32.6 | 11.3 | 16.8 | 16.9 | 29.0 | 30.8 | 628,000 | 129,285 | 52,250 | 114,760 | 26,206 | 133,141 | 17,477 |
| *Dakota, Neb.* | 18.0 | .0073 | 30.1 | 10.4 | 18.9 | 18.0 | 22.7 | 6.5 | 62,482 | 12,123 | 8,739 | 598 | 4,912 | 12,634 | 1,496 |
| SUBURBAN TOTAL | 37.4 | .0152 | 31.4 | 9.6 | 17.3 | 18.4 | 25.4 | 13.8 | 104,491 | 21,951 | 13,578 | 3,602 | 7,497 | 22,909 | 1,972 |
| **WATERLOO - CEDAR FALLS** | **149.7** | **.0609** | **30.4** | **14.5** | **17.6** | **17.8** | **24.1** | **55.5** | **845,835** | **155,763** | **82,996** | **129,491** | **38,704** | **200,374** | **29,021** |
| Black Hawk | 125.6 | .0511 | 30.1 | 14.8 | 18.2 | 17.6 | 23.5 | 46.8 | 758,707 | 131,409 | 75,087 | 122,960 | 35,803 | 181,022 | 26,011 |
| • Cedar Falls | 32.6 | .0133 | 27.1 | 24.5 | 17.7 | 17.5 | 19.0 | 11.2 | 239,932 | 34,865 | 21,046 | 26,413 | 10,377 | 82,137 | 7,584 |
| • Waterloo | 68.1 | .0277 | 31.5 | 11.9 | 18.5 | 17.1 | 26.5 | 27.3 | 481,954 | 83,802 | 49,509 | 94,809 | 24,766 | 92,064 | 17,795 |
| Bremer | 24.1 | .0098 | 32.2 | 12.8 | 15.3 | 19.0 | 26.7 | 8.7 | 87,128 | 24,354 | 7,909 | 6,531 | 2,901 | 19,352 | 3,010 |
| SUBURBAN TOTAL | 49.0 | .0199 | 31.1 | 11.4 | 16.4 | 19.5 | 24.1 | 17.0 | 123,949 | 37,096 | 12,441 | 8,269 | 3,561 | 26,173 | 3,642 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 9.0 | .0037 | 38.7 | 8.1 | 13.0 | 17.8 | 37.0 | 3.6 | 45,608 | 13,840 | 5,391 | 1,525 | 671 | 7,245 | 1,166 |
| Adams | 5.3 | .0021 | 38.8 | 7.7 | 13.2 | 19.1 | 36.0 | 2.1 | 15,994 | 5,399 | 763 | 399 | 357 | 2,530 | 497 |
| Allamakee | 14.8 | .0061 | 34.9 | 8.8 | 13.5 | 16.9 | 33.0 | 5.4 | 85,857 | 23,873 | 5,161 | 5,911 | 1,718 | 27,634 | 735 |
| Appanoose | 14.5 | .0059 | 36.8 | 8.8 | 14.1 | 16.6 | 35.6 | 6.0 | 71,581 | 21,014 | 6,180 | 7,935 | 1,846 | 12,342 | 1,523 |
| Audubon | 7.6 | .0031 | 38.5 | 7.9 | 12.7 | 18.0 | 36.5 | 3.0 | 33,873 | 7,334 | 2,194 | 1,049 | 2,012 | 12,046 | 873 |
| Benton | 22.9 | .0093 | 34.4 | 9.1 | 14.7 | 19.1 | 30.0 | 8.8 | 82,966 | 16,994 | 6,843 | 1,608 | 3,684 | 27,443 | 2,760 |
| Boone | 25.7 | .0105 | 35.6 | 9.8 | 16.5 | 18.2 | 32.6 | 10.0 | 109,355 | 25,994 | 10,270 | 6,853 | 7,019 | 27,118 | 3,087 |
| Buchanan | 22.2 | .0090 | 31.0 | 10.0 | 15.7 | 17.2 | 26.5 | 7.9 | 90,805 | 24,142 | 7,253 | 5,027 | 1,172 | 26,057 | 3,629 |
| Buena Vista | 20.2 | .0082 | 34.3 | 12.9 | 14.6 | 16.0 | 32.9 | 7.8 | 156,876 | 33,884 | 13,113 | 15,712 | 6,452 | 39,826 | 3,786 |
| Butler | 16.6 | .0067 | 35.2 | 8.3 | 15.0 | 17.4 | 32.9 | 6.3 | 40,598 | 10,982 | 2,405 | 2,453 | 1,589 | 11,237 | 965 |
| Calhoun | 12.0 | .0049 | 39.1 | 8.5 | 12.8 | 17.3 | 37.7 | 4.7 | 49,087 | 13,173 | 3,146 | 1,615 | 3,450 | 13,667 | 1,522 |
| Carroll | 22.6 | .0092 | 32.8 | 9.6 | 14.1 | 16.7 | 30.3 | 8.3 | 181,002 | 25,763 | 13,630 | 14,939 | 4,505 | 50,039 | 2,017 |
| Cass | 16.1 | .0066 | 37.4 | 8.7 | 14.2 | 17.6 | 35.3 | 6.6 | 129,161 | 28,399 | 8,506 | 12,985 | 2,896 | 25,694 | 4,646 |

IOWA
ILLINOIS

QUAD CITIES USA

*BUYING THE QUAD CITIES IS AS EASY AS 1, 2, 3!*

The #1 Buy after Chicago
2 Markets joined by a River
3 Quality Newspapers

**MOLINE DISPATCH / ROCK ISLAND ARGUS / QUAD-CITY TIMES**

**Represented by BRANHAM Newspaper Sales**

# METRO & COUNTY TOTALS

| IOWA (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Cedar | 18.6 | .0075 | 34.5 | 8.7 | 15.8 | 19.0 | 30.1 | 7.3 | 83,918 | 19,545 | 5,496 | 3,152 | 2,660 | 23,341 | 1,375 |
| Cerro Gordo | 48.7 | .0199 | 34.6 | 10.8 | 16.4 | 18.3 | 31.0 | 19.9 | 395,210 | 91,225 | 32,873 | 60,817 | 14,010 | 73,706 | 9,831 |
| Cherokee | 14.7 | .0060 | 35.5 | 8.9 | 15.1 | 18.1 | 32.5 | 5.9 | 88,439 | 21,723 | 5,174 | 5,956 | 2,357 | 28,520 | 2,593 |
| Chickasaw | 14.6 | .0059 | 33.3 | 9.7 | 13.8 | 18.2 | 29.4 | 5.4 | 53,815 | 12,745 | 4,715 | 3,195 | 1,834 | 15,772 | 1,959 |
| Clarke | 8.9 | .0036 | 36.5 | 8.9 | 14.3 | 18.1 | 33.9 | 3.4 | 56,744 | 17,355 | 5,572 | 4,601 | 382 | 10,903 | 1,114 |
| Clay | 18.3 | .0075 | 33.1 | 10.3 | 16.9 | 17.9 | 28.9 | 7.5 | 149,814 | 28,413 | 11,313 | 16,803 | 6,355 | 40,262 | 3,312 |
| Clayton | 21.0 | .0085 | 35.0 | 9.2 | 13.8 | 17.7 | 32.4 | 8.1 | 81,152 | 18,247 | 5,469 | 834 | 2,312 | 24,858 | 2,378 |
| Clinton | 53.9 | .0220 | 33.2 | 9.8 | 16.0 | 18.9 | 28.2 | 20.3 | 329,849 | 77,449 | 28,838 | 36,774 | 18,345 | 90,429 | 10,055 |
| Crawford | 18.2 | .0074 | 33.6 | 9.5 | 14.7 | 18.0 | 29.9 | 6.8 | 70,184 | 18,241 | 7,574 | 3,903 | 1,775 | 11,266 | 2,130 |
| Davis | 9.1 | .0037 | 35.7 | 9.1 | 13.7 | 18.2 | 32.8 | 3.3 | 33,598 | 8,732 | 2,228 | 481 | 831 | 9,226 | 1,065 |
| Decatur | 9.2 | .0038 | 34.9 | 14.8 | 13.0 | 16.2 | 33.7 | 3.4 | 39,903 | 13,888 | 3,190 | 1,448 | 1,047 | 6,581 | 2,136 |
| Delaware | 19.2 | .0078 | 31.3 | 10.2 | 14.0 | 17.7 | 27.0 | 6.7 | 82,794 | 20,880 | 6,698 | 5,773 | 1,792 | 19,197 | 3,949 |
| Des Moines | 44.9 | .0183 | 34.2 | 9.2 | 16.7 | 18.6 | 30.0 | 18.0 | 300,386 | 69,864 | 27,658 | 58,210 | 16,726 | 45,340 | 8,464 |
| Dickinson | 15.2 | .0062 | 36.2 | 8.1 | 16.2 | 18.0 | 33.5 | 6.2 | 86,539 | 15,341 | 11,476 | 4,298 | 2,426 | 20,423 | 2,107 |
| Emmet | 11.9 | .0049 | 33.5 | 10.4 | 15.4 | 16.9 | 30.7 | 4.8 | 64,830 | 15,803 | 4,590 | 4,962 | 1,588 | 15,059 | 1,863 |
| Fayette | 23.5 | .0095 | 34.8 | 9.8 | 13.9 | 17.6 | 32.1 | 9.1 | 107,067 | 25,528 | 6,824 | 8,681 | 3,791 | 31,077 | 1,970 |
| Floyd | 18.3 | .0075 | 35.5 | 8.3 | 14.5 | 19.0 | 31.6 | 7.1 | 88,827 | 22,152 | 7,387 | 11,142 | 2,111 | 19,240 | 2,346 |
| Franklin | 12.3 | .0050 | 37.2 | 8.1 | 14.8 | 18.3 | 34.7 | 5.1 | 49,779 | 13,129 | 2,977 | 2,712 | 2,336 | 10,898 | 1,696 |
| Fremont | 9.2 | .0037 | 37.9 | 7.6 | 14.2 | 17.4 | 36.1 | 3.7 | 49,034 | 20,820 | 3,288 | 221 | 1,390 | 6,158 | 2,161 |
| Greene | 11.0 | .0045 | 37.7 | 7.9 | 14.2 | 16.8 | 36.4 | 4.6 | 65,916 | 13,617 | 5,244 | 2,774 | 955 | 24,324 | 2,006 |
| Grundy | 13.5 | .0055 | 36.0 | 8.1 | 14.8 | 19.5 | 37.0 | 5.3 | 51,427 | 14,504 | 5,413 | | 1,836 | 13,362 | 1,949 |
| Guthrie | 11.5 | .0047 | 39.5 | 7.0 | 13.5 | 17.5 | 38.0 | 4.6 | 27,432 | 7,590 | 1,686 | 2,236 | 1,720 | 7,699 | 1,251 |
| Hamilton | 16.6 | .0068 | 35.8 | 9.0 | 15.0 | 18.5 | 32.5 | 6.7 | 77,558 | 23,358 | 6,418 | 4,787 | 2,361 | 10,500 | 2,894 |
| Hancock | 13.6 | .0055 | 34.1 | 8.9 | 15.8 | 17.5 | 31.1 | 5.5 | 34,035 | 10,572 | 3,172 | 598 | 2,259 | 6,613 | 1,704 |
| Hardin | 20.7 | .0084 | 36.3 | 10.2 | 13.8 | 17.8 | 33.9 | 8.1 | 140,848 | 32,286 | 6,922 | 9,041 | 3,145 | 47,281 | 4,219 |
| Harrison | 15.6 | .0064 | 36.2 | 8.9 | 13.2 | 18.1 | 33.5 | 5.9 | 92,912 | 14,136 | 6,225 | 1,313 | 3,633 | 46,298 | 4,141 |
| Henry | 19.0 | .0077 | 34.1 | 10.8 | 16.3 | 17.8 | 30.8 | 7.1 | 105,705 | 24,297 | 6,978 | 11,018 | 3,532 | 31,039 | 3,692 |
| Howard | 10.5 | .0043 | 37.9 | 8.4 | 12.6 | 16.2 | 37.1 | 4.0 | 47,333 | 15,685 | 2,837 | 1,804 | 1,595 | 8,674 | 2,495 |
| Humboldt | 11.7 | .0048 | 37.4 | 8.4 | 13.7 | 18.4 | 34.7 | 5.0 | 53,889 | 16,168 | 5,117 | 3,259 | 1,802 | 14,355 | 1,930 |
| Ida | 8.7 | .0035 | 37.7 | 8.2 | 13.7 | 17.7 | 35.5 | 3.5 | 50,109 | 13,226 | 2,724 | 3,383 | 826 | 12,963 | 2,172 |
| Iowa | 15.1 | .0061 | 36.0 | 9.1 | 14.7 | 18.5 | 32.7 | 6.0 | 81,454 | 21,644 | 17,631 | 1,312 | 4,764 | 11,216 | 1,579 |
| Jackson | 22.4 | .0092 | 32.9 | 9.5 | 14.2 | 18.5 | 28.4 | 8.2 | 80,731 | 23,057 | 6,182 | 6,570 | 3,080 | 17,301 | 2,730 |
| Jasper | 36.3 | .0147 | 35.0 | 9.0 | 15.5 | 20.0 | 29.9 | 14.2 | 178,693 | 44,834 | 13,377 | 11,909 | 6,560 | 41,945 | 6,721 |
| Jefferson | 16.9 | .0069 | 33.4 | 10.4 | 20.4 | 17.6 | 29.1 | 6.5 | 88,015 | 21,709 | 7,090 | 7,746 | 1,513 | 24,721 | 2,914 |
| Jones | 20.0 | .0081 | 33.1 | 10.5 | 15.6 | 18.3 | 28.8 | 7.1 | 76,673 | 18,576 | 5,353 | 6,367 | 1,720 | 22,470 | 1,833 |
| Keokuk | 12.1 | .0050 | 38.2 | 8.4 | 13.5 | 16.6 | 37.0 | 4.8 | 35,962 | 4,387 | 2,298 | 241 | 682 | 13,593 | 1,066 |
| Kossuth | 20.3 | .0082 | 34.2 | 9.4 | 14.0 | 17.6 | 31.4 | 7.8 | 102,717 | 20,504 | 8,382 | 9,709 | 3,927 | 32,330 | 2,225 |
| Lee | 42.3 | .0172 | 33.9 | 9.6 | 16.6 | 18.5 | 29.6 | 16.3 | 206,989 | 53,276 | 18,568 | 27,970 | 12,349 | 43,576 | 7,440 |
| Louisa | 12.4 | .0051 | 33.0 | 9.1 | 15.9 | 19.3 | 27.6 | 4.5 | 36,928 | 12,965 | 3,750 | 566 | 902 | 10,795 | 1,349 |
| Lucas | 9.7 | .0039 | 38.3 | 8.0 | 13.3 | 19.2 | 35.2 | 4.1 | 76,007 | 20,072 | 4,396 | 3,089 | 2,542 | 11,886 | 1,820 |
| Lyon | 12.2 | .0050 | 33.8 | 8.5 | 14.4 | 17.2 | 31.2 | 4.4 | 36,951 | 9,927 | 2,382 | 807 | 3,810 | 6,990 | 372 |
| Madison | 12.4 | .0050 | 36.5 | 7.1 | 14.6 | 19.1 | 33.0 | 4.6 | 70,080 | 17,010 | 7,438 | 1,991 | 1,354 | 18,166 | 2,235 |
| Mahaska | 23.1 | .0094 | 34.4 | 11.1 | 15.7 | 16.8 | 32.3 | 9.1 | 109,716 | 30,496 | 10,576 | 10,832 | 6,797 | 20,086 | 3,155 |
| Marion | 30.0 | .0122 | 32.9 | 12.6 | 15.4 | 18.2 | 28.6 | 10.9 | 115,435 | 26,866 | 12,574 | 9,278 | 5,960 | 30,091 | 3,876 |
| Marshall | 40.3 | .0164 | 33.9 | 9.5 | 16.9 | 19.1 | 29.1 | 16.0 | 212,298 | 52,980 | 18,993 | 30,058 | 6,769 | 47,264 | 10,067 |
| Mills | 13.8 | .0057 | 32.9 | 9.4 | 18.3 | 19.0 | 27.1 | 4.7 | 49,263 | 12,555 | 4,012 | 2,064 | 846 | 16,836 | 2,022 |
| Mitchell | 11.4 | .0046 | 37.6 | 8.9 | 12.2 | 17.2 | 35.9 | 4.5 | 52,322 | 7,581 | 3,778 | 1,053 | 1,839 | 12,174 | 1,870 |
| Monona | 10.9 | .0044 | 39.6 | 7.7 | 13.2 | 17.2 | 38.3 | 4.4 | 63,797 | 11,698 | 4,700 | 1,856 | 1,932 | 25,949 | 3,727 |
| Monroe | 8.6 | .0035 | 37.3 | 9.1 | 13.6 | 17.4 | 35.5 | 3.3 | 27,101 | 8,911 | 1,228 | 853 | 181 | 6,985 | 525 |
| Montgomery | 12.9 | .0053 | 37.9 | 8.5 | 14.7 | 16.8 | 36.5 | 5.4 | 87,645 | 19,338 | 6,211 | 14,576 | 2,368 | 19,347 | 4,160 |
| Muscatine | 41.2 | .0168 | 31.9 | 10.2 | 16.8 | 19.2 | 25.6 | 15.4 | 215,381 | 56,840 | 20,077 | 19,564 | 8,968 | 35,809 | 9,154 |
| O'Brien | 15.9 | .0064 | 36.5 | 9.7 | 13.6 | 17.1 | 34.7 | 6.2 | 98,909 | 19,090 | 7,261 | 5,579 | 2,375 | 28,468 | 3,809 |
| Osceola | 8.0 | .0033 | 36.5 | 8.9 | 13.1 | 17.5 | 34.4 | 3.1 | 23,989 | 6,257 | 1,859 | 795 | 473 | 4,259 | 303 |
| Page | 18.3 | .0075 | 37.9 | 8.5 | 14.3 | 17.1 | 36.4 | 7.4 | 112,857 | 11,502 | 5,765 | 18,292 | 4,386 | 20,184 | 4,259 |
| Palo Alto | 11.3 | .0046 | 35.7 | 10.3 | 12.9 | 17.2 | 33.6 | 4.5 | 56,457 | 10,315 | 3,482 | 1,331 | 1,892 | 18,756 | 1,474 |

Dominating 15 counties with nearly 1 million population and [illegible] coverage

IOWA ILLINOIS DOUBLE A D I GROUP

IIDA

TOO BIG AND
TOO RICH
TO BE IGNORED!

A market between
Chicago and Des Moines

CEDAR FALLS
WATERLOO
IOWA
CEDAR RAPIDS
ILLINOIS
DAVENPORT
MOLINE
ROCK ISLAND

*Represented by*
*Branham Newspaper Sales*

- Cedar Rapids Gazette • Quad City Times
- Waterloo Cedar Falls Courier • Moline Dispatch/Rock Island Argus

Two ADIs that are almost twice the size of the Des Moines ADI!
A marketing area equal in strength to Milwaukee!

## IOWA (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Plymouth | 24.2 | .0098 | 32.9 | 10.8 | 14.4 | 17.6 | 29.3 | 9.0 | 127,767 | 33,557 | 9,880 | 10,977 | 2,283 | 33,389 | 2,448 |
| Pocahontas | 10.5 | .0043 | 38.3 | 7.8 | 13.0 | 17.6 | 36.6 | 4.1 | 34,381 | 8,564 | 3,264 | 795 | 793 | 8,770 | 326 |
| ☐ Pottawattamie | 87.5 | .0356 | 32.4 | 10.3 | 16.1 | 19.3 | 26.6 | 33.3 | 654,306 | 102,234 | 57,892 | 69,636 | 9,985 | 180,753 | 27,947 |
| ● Council Bluffs | 56.8 | .0231 | 32.1 | 11.4 | 16.5 | 17.7 | 27.5 | 22.5 | 555,824 | 87,849 | 47,476 | 66,957 | 8,967 | 166,833 | 25,860 |
| Poweshiek | 18.8 | .0077 | 33.3 | 14.1 | 14.6 | 17.6 | 29.9 | 7.1 | 143,447 | 32,504 | 13,401 | 8,161 | 3,453 | 35,242 | 3,159 |
| Ringgold | 5.7 | .0023 | 40.7 | 7.4 | 13.7 | 16.9 | 39.6 | 2.3 | 25,454 | 5,164 | 2,677 | 1,203 | 556 | 10,795 | 584 |
| Sac | 12.7 | .0052 | 38.2 | 8.2 | 13.6 | 16.7 | 37.1 | 5.3 | 55,016 | 10,113 | 4,119 | 933 | 526 | 12,358 | 1,522 |
| Shelby | 14.1 | .0057 | 35.1 | 8.5 | 13.7 | 18.1 | 32.0 | 5.4 | 84,740 | 21,154 | 8,469 | 10,130 | 822 | 23,180 | 2,254 |
| Sioux | 31.5 | .0129 | 30.3 | 13.9 | 14.1 | 16.6 | 26.7 | 10.7 | 122,308 | 24,665 | 7,702 | 3,750 | 4,527 | 46,219 | 3,916 |
| Story | 73.7 | .0300 | 25.7 | 29.6 | 18.4 | 14.6 | 18.3 | 25.4 | 443,005 | 104,179 | 46,681 | 64,608 | 19,045 | 102,305 | 9,983 |
| Ames | 45.0 | .0183 | 23.9 | 41.2 | 18.2 | 12.3 | 13.3 | 14.4 | 340,073 | 74,297 | 40,955 | 60,341 | 14,341 | 65,444 | 7,949 |
| Tama | 18.3 | .0074 | 36.3 | 8.1 | 14.0 | 18.5 | 33.3 | 6.9 | 72,133 | 21,518 | 6,403 | 5,120 | 2,942 | 13,646 | 811 |
| Taylor | 7.7 | .0031 | 40.3 | 7.8 | 13.0 | 16.2 | 39.8 | 3.1 | 28,985 | 10,807 | 3,099 | 756 | 704 | 3,107 | 384 |
| Union | 13.3 | .0055 | 35.9 | 9.2 | 14.8 | 17.3 | 33.8 | 5.4 | 82,223 | 23,533 | 5,953 | 6,621 | 1,312 | 19,669 | 1,565 |
| Van Buren | 8.1 | .0033 | 37.1 | 8.1 | 13.7 | 17.6 | 35.1 | 3.1 | 19,717 | 5,528 | 1,990 | 605 | 701 | 2,030 | 316 |
| Wapello | 38.3 | .0156 | 36.2 | 9.5 | 2 | 18.1 | 33.4 | 15.6 | 208,786 | 58,959 | 14,403 | 28,516 | 7,226 | 40,246 | 6,073 |
| Washington | 20.2 | .0082 | 34.7 | 8.2 | 15.6 | 17.9 | 31.7 | 7.7 | 92,090 | 21,170 | 8,063 | 9,498 | 3,518 | 21,004 | 2,390 |
| Wayne | 7.5 | .0031 | 42.4 | 7.4 | 12.5 | 16.0 | 42.3 | 3.2 | 32,349 | 9,119 | 3,000 | 748 | 682 | 6,349 | 1,091 |
| Webster | 43.1 | .0175 | 34.2 | 10.7 | 15.4 | 18.0 | 30.7 | 16.9 | 271,220 | 47,115 | 26,557 | 52,407 | 11,685 | 62,178 | 5,203 |
| Winnebago | 12.9 | .0053 | 35.9 | 10.4 | 14.5 | 16.9 | 34.1 | 5.2 | 69,658 | 14,342 | 5,910 | 4,837 | 1,082 | 24,586 | 2,535 |
| Winneshiek | 21.5 | .0087 | 31.2 | 16.9 | 13.0 | 16.4 | 28.6 | 7.6 | 122,571 | 26,782 | 13,629 | 10,579 | 7,479 | 20,778 | 3,044 |
| Worth | 8.7 | .0035 | 37.6 | 8.1 | 14.8 | 18.2 | 35.1 | 3.4 | 27,564 | 8,244 | 2,353 | 62 | 873 | 5,517 | 926 |
| Wright | 15.4 | .0063 | 37.9 | 8.5 | 13.9 | 17.6 | 36.0 | 6.2 | 79,381 | 25,757 | 4,940 | 2,421 | 3,111 | 20,844 | 1,924 |
| **TOTAL METRO COUNTIES** | **1,225.1** | **.4986** | **31.0** | **12.6** | **18.6** | **18.9** | **23.7** | **473.1** | **7,933,698** | **1,592,838** | **791,680** | **1,310,855** | **385,269** | **1,690,067** | **235,962** |
| **TOTAL STATE** | **2,860.7** | **1.1647** | **32.7** | **11.5** | **16.5** | **18.3** | **27.9** | **1,102.9** | **16,424,672** | **3,615,312** | **1,502,467** | **2,080,177** | **691,681** | **3,751,718** | **485,264** |

## IOWA

### EFFECTIVE BUYING INCOME—1987

| **METRO AREA** County City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CEDAR RAPIDS** | **2,440,205** | **29,417** | **18.8** | **29.2** | **22.5** | **16.3** | **.0727** |
| Linn | 2,440,205 | 29,417 | 18.8 | 29.2 | 22.5 | 16.3 | .0727 |
| ● Cedar Rapids | 1,604,548 | 28,522 | 19.3 | 29.1 | 21.3 | 16.0 | .0514 |
| SUBURBAN TOTAL | 835,657 | 30,971 | 17.5 | 30.1 | 24.9 | 16.7 | .0213 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **5,226,085** | **29,188** | **18.4** | **27.8** | **21.5** | **17.6** | **.1569** |
| Scott | 2,214,592 | 29,119 | 19.0 | 28.6 | 21.8 | 16.6 | .0669 |
| ● Davenport | 1,331,785 | 26,480 | 21.3 | 28.9 | 19.6 | 13.8 | .0427 |
| *Henry, Ill.* | *743,128* | *29,162* | *18.7* | *27.3* | *20.3* | *18.7* | *.0204* |
| *Rock Island, Ill.* | *2,268,365* | *29,286* | *17.7* | *27.4* | *21.6* | *18.2* | *.0696* |
| ● *Moline* | *707,255* | *29,647* | *17.8* | *27.5* | *21.1* | *19.8* | *.0241* |
| ● *Rock Island* | *590,873* | *25,738* | *21.0* | *26.1* | *19.1* | *15.5* | *.0167* |
| SUBURBAN TOTAL | 2,596,172 | 31,456 | 16.3 | 27.8 | 23.3 | 19.7 | .0734 |
| **DES MOINES** | **5,540,647** | **27,490** | **21.0** | **28.7** | **19.7** | **15.9** | **.1703** |
| Dallas | 342,437 | 22,826 | 25.2 | 31.9 | 16.4 | 8.2 | .0101 |
| Polk | 4,745,347 | 27,929 | 20.7 | 28.3 | 19.7 | 16.9 | .1483 |
| ● Des Moines | 2,756,655 | 24,727 | 23.1 | 28.6 | 17.5 | 13.4 | .0912 |
| Warren | 452,863 | 28,419 | 20.2 | 30.7 | 22.9 | 12.8 | .0119 |
| SUBURBAN TOTAL | 2,783,992 | 30,405 | 18.6 | 28.9 | 22.2 | 18.7 | .0791 |

### EFFECTIVE BUYING INCOME—1987

| **METRO AREA** County City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **DUBUQUE** | **1,029,519** | **25,562** | **21.4** | **30.4** | **19.4** | **11.0** | **.0338** |
| Dubuque | 1,029,519 | 25,562 | 21.4 | 30.4 | 19.4 | 11.0 | .0338 |
| ● Dubuque | 710,655 | 24,754 | 22.1 | 29.4 | 18.8 | 10.7 | .0250 |
| SUBURBAN TOTAL | 318,864 | 27,090 | 19.7 | 32.6 | 20.8 | 11.9 | .0088 |
| **IOWA CITY** | **1,168,885** | **23,963** | **23.4** | **26.0** | **15.7** | **16.3** | **.0341** |
| Johnson | 1,168,885 | 23,963 | 23.4 | 26.0 | 15.7 | 16.3 | .0341 |
| ● Iowa City | 659,529 | 21,420 | 24.9 | 23.4 | 13.7 | 15.7 | .0208 |
| SUBURBAN TOTAL | 509,356 | 27,147 | 21.5 | 29.7 | 18.5 | 17.1 | .0133 |
| **SIOUX CITY** | **1,301,859** | **21,872** | **24.3** | **30.0** | **15.0** | **9.2** | **.0441** |
| Woodbury | 1,115,034 | 21,609 | 24.5 | 29.0 | 15.1 | 9.3 | .0385 |
| ● Sioux City | 911,434 | 21,669 | 24.4 | 28.7 | 15.3 | 9.5 | .0329 |
| *Dakota, Neb.* | *186,825* | *23,028* | *23.2* | *35.3* | *14.8* | *8.3* | *.0056* |
| SUBURBAN TOTAL | 390,425 | 22,241 | 24.1 | 32.8 | 14.5 | 8.4 | .0112 |
| **WATERLOO - CEDAR FALLS** | **2,058,081** | **28,853** | **19.0** | **28.5** | **20.8** | **17.0** | **.0606** |
| Black Hawk | 1,744,750 | 29,034 | 18.9 | 28.3 | 20.9 | 17.3 | .0521 |
| ● Cedar Falls | 450,643 | 29,504 | 19.2 | 28.5 | 19.7 | 19.9 | .0144 |
| ● Waterloo | 970,679 | 27,577 | 20.0 | 27.5 | 20.5 | 15.7 | .0301 |
| Bremer | 313,331 | 27,834 | 20.2 | 28.6 | 20.3 | 15.7 | .0085 |
| SUBURBAN TOTAL | 636,759 | 30,114 | 17.4 | 29.8 | 22.1 | 17.2 | .0161 |

Myth #3

■ Iowans spend their days slopping the hogs and watching the corn grow.

Reality: Iowa has one of the highest literacy rates in the nation. Four times more professionals than farmers. And a newspaper that's read by *half* of the state's adults. Which makes Iowa the best market of all: An informed one.

To reach this statewide market through The Des Moines Register, call National Display Advertising at 515-284-8046, or toll free 1-800-247-5346.

An informed market.
A singular buy.

The Des Moines Register

Source: Scarborough's 1987 Newspaper Audience Ratings Study

## IOWA (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group:<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **OTHER COUNTIES** | | | | | | | |
| Adair | 84,292 | 16,347 | 32.1 | 23.8 | 9.0 | 6.6 | .0029 |
| Adams | 47,749 | 17,134 | 30.9 | 28.9 | 9.2 | 3.6 | .0014 |
| Allamakee | 115,176 | 15,731 | 31.5 | 25.7 | 9.1 | 3.1 | .0047 |
| Appanoose | 131,852 | 15,353 | 30.2 | 24.6 | 9.8 | 3.7 | .0046 |
| Audubon | 65,692 | 15,607 | 37.6 | 24.1 | 5.3 | 5.9 | .0024 |
| Benton | 243,208 | 21,605 | 24.4 | 31.3 | 14.7 | 7.5 | .0072 |
| Boone | 317,191 | 23,795 | 24.3 | 28.4 | 18.0 | 11.5 | .0093 |
| Buchanan | 222,162 | 21,078 | 26.2 | 29.6 | 14.4 | 8.0 | .0071 |
| Buena Vista | 216,973 | 19,724 | 28.5 | 28.9 | 12.0 | 8.4 | .0081 |
| Butler | 159,272 | 19,367 | 27.3 | 31.5 | 10.9 | 6.0 | .0045 |
| Calhoun | 125,525 | 18,921 | 28.5 | 26.9 | 11.9 | 8.2 | .0040 |
| Carroll | 228,893 | 19,972 | 29.7 | 30.2 | 12.1 | 7.6 | .0089 |
| Cass | 182,054 | 19,726 | 27.9 | 27.9 | 13.3 | 7.9 | .0066 |
| Cedar | 195,807 | 20,973 | 25.8 | 31.2 | 13.3 | 7.5 | .0063 |
| Cerro Gordo | 604,532 | 22,837 | 24.7 | 30.2 | 15.7 | 10.1 | .0210 |
| Cherokee | 165,853 | [illegible],538 | 28.7 | 27.3 | 11.8 | 9.8 | .0055 |
| Chickasaw | 140,460 | 20,000 | 26.6 | 31.0 | 11.9 | 7.1 | .0045 |
| Clarke | 79,143 | 16,819 | 29.9 | 27.1 | 7.7 | 6.8 | .0030 |
| Clay | 208,241 | 19,860 | 29.1 | 27.6 | 12.8 | 9.3 | .0077 |
| Clayton | 195,993 | 17,237 | 29.8 | 26.5 | 9.8 | 6.2 | .0063 |
| Clinton | 658,830 | 26,063 | 21.1 | 31.3 | 20.3 | 11.4 | .0211 |
| Crawford | 167,604 | 18,339 | 28.0 | 29.4 | 11.2 | 5.4 | .0054 |
| Davis | 81,454 | 17,397 | 25.1 | 26.9 | 10.0 | 7.4 | .0027 |
| Decatur | 81,282 | 16,193 | 28.2 | 25.7 | 10.3 | 5.0 | .0028 |
| Delaware | 188,921 | 21,595 | 24.7 | 30.5 | 14.6 | 8.5 | .0062 |
| Des Moines | 578,885 | 24,697 | 22.7 | 29.1 | 18.5 | 11.8 | .0185 |
| Dickinson | 194,458 | 22,903 | 26.2 | 31.2 | 14.5 | 11.4 | .0059 |
| Emmet | 119,330 | 18,846 | 27.9 | 31.1 | 10.5 | 5.8 | .0041 |
| Fayette | 241,685 | 19,385 | 27.8 | 28.1 | 13.0 | 7.3 | .0077 |
| Floyd | 187,693 | 19,97[illegible] | [illegible]9 | 29.7 | 14.1 | 6.1 | .0062 |
| Franklin | 145,287 | 21,46[illegible] | [illegible] | 31.1 | 13.7 | 8.7 | .0042 |
| Fremont | 101,346 | 19,7[illegible] | [illegible] | 27.4 | 13.1 | 8.8 | .0033 |
| Greene | 131,290 | 20,355 | 2[illegible] | 27.9 | 14.3 | 8.6 | .0042 |
| Grundy | 170,520 | 24,678 | 23[illegible] | 31.8 | 16.6 | 12.0 | .0047 |
| Guthrie | 110,139 | 17,311 | 2[illegible] | 26.3 | 10.7 | 5.8 | .0033 |
| Hamilton | 190,979 | 21,365 | 27.2 | 31.2 | 12.7 | 9.5 | .0058 |
| Hancock | 159,430 | 21,712 | 27.3 | 32.8 | 12.5 | 8.7 | .0042 |
| Hardin | 234,239 | 21,356 | 25.6 | 31.0 | 13.0 | 9.3 | .0082 |
| Harrison | 139,429 | 17,287 | 28.5 | 26.3 | 10.8 | 5.4 | .0053 |
| Henry | 218,815 | 22,431 | 25.6 | 31.4 | 14.7 | 9.9 | .0069 |
| Howard | 99,055 | 17,148 | 28.8 | 26.0 | 10.9 | 5.7 | .0034 |
| Humboldt | 136,793 | 19,926 | 29.5 | 30.3 | 11.0 | 8.6 | .0041 |
| Ida | 91,251 | 17,857 | 30.5 | 26.5 | 10.8 | 6.8 | .0031 |
| Iowa | 178,692 | 23,572 | 23.9 | 33.7 | 14.7 | 9.7 | .0056 |
| Jackson | 221,161 | 20,846 | 24.3 | 32.8 | 11.9 | 7.1 | .0068 |
| Jasper | 412,226 | 22,668 | 24.7 | 32.7 | 16.3 | 7.9 | .0129 |
| Jefferson | 207,016 | 22,007 | 24.4 | 29.5 | 13.2 | 12.1 | .0063 |
| Jones | 202,771 | 22,054 | 24.3 | 29.8 | 17.4 | 7.1 | .0063 |
| Keokuk | 121,994 | 18,324 | 29.2 | 26.9 | 11.0 | 7.2 | .0036 |
| Kossuth | 200,092 | 18,671 | 29.4 | 28.6 | 11.2 | 6.8 | .0068 |
| Lee | 513,136 | 23,581 | 23.6 | 29.0 | 17.2 | 11.6 | .0154 |
| Louisa | 137,824 | 23,722 | 23.0 | 32.0 | 16.4 | 10.2 | .0040 |
| Lucas | 98,099 | 16,970 | 28.2 | 25.2 | 12.4 | 5.1 | .0037 |
| Lyon | 97,960 | 16,025 | 31.2 | 26.5 | 5.0 | 6.5 | .0033 |
| Madison | 115,410 | 19,257 | 25.0 | 29.9 | 12.0 | 6.3 | .0042 |
| Mahaska | 231,650 | 18,662 | 28.6 | 29.4 | 10.8 | 6.2 | .0076 |
| Marion | 342,463 | 24,015 | 23.4 | 31.8 | 16.6 | 10.9 | .0100 |
| Marshall | 556,034 | 26,670 | 21.8 | 29.6 | 19.9 | 13.7 | .0161 |
| Mills | 142,560 | 22,509 | 26.1 | 32.4 | 15.6 | 8.5 | .0044 |
| Mitchell | 120,830 | 17,821 | 30.0 | 24.3 | 11.1 | 9.0 | .0038 |
| Monona | 95,053 | 15,733 | 32.2 | 24.3 | 7.9 | 4.3 | .0036 |
| Monroe | 104,938 | 23,111 | 25.0 | 28.2 | 15.6 | 12.9 | .0028 |
| Montgomery | 149,788 | 20,702 | 27.2 | 29.4 | 15.0 | 7.1 | .0051 |
| Muscatine | 564,736 | 28,197 | 19.0 | 27.3 | 18.8 | 18.7 | .0164 |
| O'Brien | 158,991 | 18,106 | 29.9 | 27.6 | 9.9 | 7.2 | .0057 |
| Osceola | 76,248 | 17,782 | 31.1 | 26.5 | 10.5 | 6.9 | .0023 |
| Page | 213,385 | 20,522 | 27.1 | 29.1 | 12.8 | 9.5 | .0070 |
| Palo Alto | 115,884 | 18,402 | 30.5 | 27.0 | 11.5 | 7.0 | .0038 |
| Plymouth | 242,724 | 19,063 | 29.5 | 29.4 | 9.7 | 8.4 | .0083 |
| Pocahontas | 116,839 | 19,641 | 29.2 | 27.6 | 11.7 | 9.7 | .0034 |
| ☐ Pottawattamie | 1,100,207 | 25,592 | 22.1 | 28.8 | 18.8 | 13.6 | .0370 |
| • Council Bluffs | 711,248 | 24,149 | 23.7 | 28.4 | 18.0 | 12.1 | .0265 |
| Poweshiek | 218,168 | 22,832 | 24.2 | 30.9 | 16.3 | 9.5 | .0076 |
| Ringgold | 44,219 | 12,519 | 29.1 | 19.7 | 6.4 | 4.1 | .0017 |
| Sac | 117,442 | 16,070 | 35.7 | 26.6 | 6.2 | 5.4 | .0039 |
| Shelby | 149,926 | 20,014 | 29.7 | 30.4 | 11.3 | 8.4 | .0051 |
| Sioux | 295,373 | 20,405 | 28.9 | 32.9 | 10.8 | 7.5 | .0096 |
| Story | 955,347 | 26,142 | 22.4 | 26.6 | 18.7 | 16.3 | .0295 |
| Ames | 558,029 | 24,470 | 24.1 | 25.0 | 16.7 | 16.7 | .0190 |
| Tama | 187,918 | 20,729 | 26.2 | 30.1 | 14.8 | 6.7 | .0059 |
| Taylor | 67,576 | 15,267 | 32.0 | 22.2 | 8.5 | 5.2 | .0021 |
| Union | 154,587 | 20,735 | 25.3 | 27.5 | 14.3 | 10.0 | .0051 |
| Van Buren | 70,772 | 16,425 | 28.2 | 26.3 | 8.9 | 5.9 | .0021 |
| Wapello | 417,124 | 19,356 | 27.3 | 28.4 | 13.5 | 6.7 | .0138 |
| Washington | 215,664 | 19,696 | 28.7 | 27.4 | 13.1 | 8.8 | .0068 |
| Wayne | 57,820 | 12,811 | 33.5 | 19.3 | 5.4 | 2.9 | .0021 |
| Webster | 457,171 | 19,949 | 26.9 | 29.1 | 13.5 | 7.3 | .0159 |
| Winnebago | 171,497 | 24,000 | 25.2 | 31.1 | 16.7 | 12.3 | .0052 |
| Winneshiek | 218,370 | 19,194 | 29.3 | 26.4 | 12.2 | 9.4 | .0074 |
| Worth | 96,507 | 20,805 | 29.6 | 30.6 | 13.1 | 8.4 | .0028 |
| Wright | 220,145 | 25,492 | 21.3 | 28.4 | 16.9 | 16.7 | .0062 |
| **TOTAL METRO COUNTIES** | **16,667,170** | **27,095** | **20.8** | **28.7** | **19.7** | **15.2** | **.5139** |
| **TOTAL STATE** | **34,680,083** | **23,277** | **24.0** | **28.8** | **16.4** | **11.7** | **1.0932** |

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon... you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call.
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

# Kansas

| S&MM ESTIMATES | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** **County** City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **KANSAS CITY** | **1,542.7** | **.6282** | **32.6** | **10.3** | **18.4** | **20.7** | **24.8** | **585.0** | **11,016,106** | **1,993,117** | **1,056,645** | **1,609,405** | **443,856** | **2,692,680** | **314,016** |
| Johnson | 329.2 | .1341 | 32.3 | 8.9 | 20.4 | 23.1 | 21.4 | 124.7 | 2,568,716 | 423,252 | 216,982 | 382,051 | 152,458 | 622,256 | 56,543 |
| • Olathe | 53.8 | .0219 | 28.0 | 11.6 | 25.4 | 19.4 | 12.8 | 18.6 | 355,463 | 79,199 | 26,115 | 37,065 | 12,573 | 113,623 | 6,466 |
| Overland Park | 97.7 | .0398 | 33.2 | 8.6 | 19.5 | 24.7 | 21.7 | 37.4 | 1,115,287 | 121,618 | 84,495 | 258,869 | 68,539 | 283,061 | 23,074 |
| Leavenworth | 60.7 | .0247 | 32.4 | 10.2 | 18.5 | 22.3 | 22.9 | 19.0 | 221,372 | 53,476 | 17,310 | 26,454 | 9,893 | 66,674 | 5,940 |
| • Leavenworth | 36.6 | .0149 | 32.2 | 11.2 | 18.8 | 21.4 | 23.4 | 11.5 | 187,083 | 44,168 | 14,971 | 24,930 | 8,031 | 55,709 | 4,836 |
| Miami | 23.1 | .0094 | 35.2 | 8.6 | 14.8 | 20.1 | 30.3 | 8.4 | 88,267 | 26,978 | 5,518 | 12,436 | 3,202 | 19,755 | 3,372 |
| Wyandotte | 174.4 | .0710 | 31.7 | 11.4 | 16.8 | 17.7 | 26.8 | 65.2 | 836,690 | 215,236 | 69,895 | 104,499 | 23,336 | 178,222 | 39,783 |
| • Kansas City | 162.3 | .0661 | 31.7 | 11.5 | 16.9 | 17.5 | 26.9 | 61.2 | 786,420 | 202,810 | 68,030 | 104,107 | 22,869 | 153,050 | 38,736 |
| *Cass, Mo.* | 58.5 | .0239 | 32.2 | 9.0 | 16.6 | 23.4 | 22.0 | 20.2 | 245,349 | 65,161 | 17,533 | 42,734 | 4,853 | 59,962 | 6,946 |
| *Clay, Mo.* | 148.1 | .0603 | 31.9 | 17.2 | 19.2 | 22.2 | 21.9 | 55.7 | 1,348,863 | 243,718 | 103,002 | 271,628 | 43,494 | 335,370 | 37,777 |
| *Jackson, Mo.* | 641.1 | .2610 | 33.0 | 11.0 | 18.1 | 19.3 | 27.0 | 253.0 | 5,360,094 | 876,275 | 582,347 | 739,139 | 198,402 | 1,352,068 | 151,879 |
| *Independence* | 115.9 | .0472 | 33.3 | 10.6 | 17.6 | 20.6 | 26.4 | 44.9 | 937,660 | 165,176 | 89,854 | 140,127 | 34,112 | 287,837 | 25,207 |
| *• Kansas City* | 446.1 | .1816 | 32.9 | 11.3 | 18.5 | 18.5 | 27.6 | 178.4 | 3,851,674 | 582,882 | 445,250 | 652,539 | 146,780 | 848,693 | 104,076 |
| *Lafayette, Mo.* | 31.6 | .0128 | 36.6 | 8.7 | 14.3 | 19.8 | 32.5 | 11.7 | 113,517 | 30,479 | 10,966 | 11,333 | 3,017 | 30,761 | 3,120 |
| *Platte, Mo.* | 52.6 | .0214 | 31.4 | 9.6 | 20.0 | 24.0 | 18.7 | 18.9 | 166,279 | 45,747 | 28,527 | 10,248 | 3,377 | 19,742 | 6,515 |
| *Ray, Mo.* | 23.4 | .0096 | 34.9 | 8.3 | 14.8 | 22.2 | 27.7 | 8.2 | 66,959 | 12,795 | 4,565 | 8,883 | 1,824 | 7,870 | 2,141 |
| SUBURBAN TOTAL | 843.9 | .3437 | 33.0 | 9.4 | 18.2 | 22.6 | 23.7 | 315.3 | 5,835,466 | 1,084,050 | 502,279 | 790,764 | 253,603 | 1,521,605 | 159,902 |
| **LAWRENCE** | **73.2** | **.0298** | **26.2** | **28.3** | **20.3** | **15.2** | **17.0** | **26.1** | **374,998** | **81,529** | **49,909** | **29,409** | **17,073** | **82,672** | **8,952** |
| Douglas | 73.2 | .0298 | 26.2 | 28.3 | 20.3 | 15.2 | 17.0 | 26.1 | 374,998 | 81,529 | 49,909 | 29,409 | 17,073 | 82,672 | 8,952 |
| • Lawrence | 57.2 | .0233 | 24.9 | 32.7 | 21.3 | 13.5 | 14.9 | 20.7 | 363,136 | 77,059 | 48,969 | 29,409 | 16,758 | 82,042 | 8,760 |
| SUBURBAN TOTAL | 16.0 | .0065 | 32.5 | 12.9 | 16.5 | 21.2 | 24.6 | 5.4 | 11,862 | 4,470 | 940 | | 315 | 630 | 192 |
| **TOPEKA** | **162.2** | **.0660** | **32.8** | **10.8** | **18.2** | **19.3** | **26.8** | **63.9** | **1,074,348** | **231,039** | **113,705** | **159,521** | **40,498** | **227,597** | **42,813** |
| Shawnee | 162.2 | .0660 | 32.8 | 10.8 | 18.2 | 19.3 | 26.8 | 63.9 | 1,074,348 | 231,039 | 113,705 | 159,521 | 40,498 | 227,597 | 42,813 |
| • Topeka | 122.0 | .0497 | 33.3 | 11.8 | 18.4 | 17.2 | 29.7 | 50.6 | 1,004,946 | 205,068 | 106,950 | 148,305 | 39,135 | 225,336 | 42,216 |
| SUBURBAN TOTAL | 40.2 | .0163 | 31.4 | 7.8 | 18.0 | 25.7 | 17.8 | 13.3 | 69,402 | 25,971 | 6,755 | 11,216 | 1,363 | 2,261 | 597 |
| **WICHITA** | **442.6** | **.1802** | **31.5** | **11.9** | **18.8** | **19.1** | **24.4** | **170.7** | **2,796,571** | **522,364** | **274,831** | **425,578** | **134,781** | **677,900** | **70,384** |
| Butler | 48.4 | .0197 | 33.6 | 9.4 | 16.2 | 20.2 | 27.5 | 17.6 | 187,582 | 48,832 | 15,331 | 21,154 | 8,346 | 49,640 | 6,571 |
| Sedgwick | 394.2 | .1605 | 31.3 | 12.2 | 19.2 | 19.0 | 23.9 | 153.1 | 2,608,989 | 473,532 | 259,500 | 404,424 | 126,435 | 628,260 | 63,813 |
| • Wichita | 292.7 | .1192 | 31.5 | 12.9 | 19.8 | 17.6 | 25.5 | 119.9 | 2,385,830 | 411,896 | 242,379 | 391,537 | 120,992 | 582,121 | 59,443 |
| SUBURBAN TOTAL | 149.9 | .0610 | 31.6 | 9.9 | 17.0 | 22.1 | 22.1 | 50.8 | 410,741 | 110,468 | 32,452 | 34,041 | 13,789 | 95,779 | 10,941 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Allen | 15.7 | .0064 | 36.3 | 9.4 | 14.0 | 17.1 | 34.5 | 6.2 | 66,228 | 17,122 | 7,690 | 7,728 | 1,614 | 8,362 | 1,226 |
| Anderson | 8.6 | .0035 | 38.6 | 8.3 | 12.5 | 17.0 | 37.4 | 3.2 | 22,567 | 7,858 | 2,204 | 733 | 172 | 4,206 | 544 |
| Atchison | 18.2 | .0074 | 33.5 | 12.7 | 13.4 | 17.4 | 30.6 | 6.5 | 64,630 | 17,497 | 4,728 | 12,924 | 2,171 | 7,264 | 2,592 |
| Barber | 6.7 | .0027 | 39.7 | 8.0 | 13.9 | 17.7 | 37.9 | 2.8 | 38,274 | 7,475 | 1,976 | 1,369 | 717 | 12,583 | 1,656 |
| Barton | 32.7 | .0133 | 33.8 | 10.8 | 15.9 | 18.3 | 29.7 | 12.6 | 230,715 | 52,035 | 13,793 | 29,032 | 13,716 | 65,032 | 6,730 |
| Bourbon | 15.6 | .0065 | 38.2 | 9.3 | 14.2 | 16.2 | 37.5 | 6.6 | 80,852 | 17,507 | 8,711 | 9,335 | 2,301 | 20,628 | 3,358 |
| Brown | 11.8 | .0048 | 38.8 | 8.2 | 13.3 | 15.4 | 38.8 | 4.7 | 44,200 | 10,270 | 1,771 | 9,532 | 721 | 10,363 | 922 |
| Chase | 3.1 | .0012 | 41.6 | 7.2 | 13.3 | 16.5 | 41.2 | 1.3 | 7,588 | 2,364 | 1,293 | 104 | 52 | 423 | 391 |
| Chautauqua | 4.9 | .0020 | 44.0 | 6.9 | 11.0 | 17.5 | 44.2 | 2.2 | 13,495 | 4,771 | 927 | 208 | 118 | 3,280 | 429 |
| Cherokee | 22.8 | .0093 | 36.8 | 8.2 | 14.0 | 18.6 | 34.0 | 9.0 | 73,938 | 22,262 | 4,769 | 7,549 | 2,706 | 17,818 | 2,629 |
| Cheyenne | 3.5 | .0014 | 43.0 | 6.7 | 12.9 | 16.8 | 41.8 | 1.5 | 21,246 | 5,349 | 1,209 | 154 | 370 | 7,197 | 324 |
| Clark | 2.5 | .0011 | 43.7 | 5.3 | 12.0 | 18.6 | 42.5 | 1.0 | 12,700 | 4,272 | 842 | | 1,456 | 1,819 | 492 |
| Clay | 9.5 | .0038 | 39.5 | 7.6 | 13.8 | 16.8 | 38.4 | 3.8 | 48,281 | 15,705 | 2,575 | 4,248 | 2,634 | 9,491 | 1,046 |
| Cloud | 11.6 | .0048 | 39.2 | 10.4 | 12.8 | 15.7 | 39.1 | 4.5 | 52,782 | 12,543 | 3,738 | 6,698 | 3,162 | 10,709 | 2,335 |
| Coffey | 9.6 | .0039 | 35.9 | 8.6 | 15.1 | 17.1 | 34.0 | 3.6 | 33,187 | 6,949 | 2,764 | 2,075 | 1,225 | 7,478 | 1,392 |
| Comanche | 2.6 | .0010 | 42.4 | 6.7 | 12.2 | 18.4 | 40.9 | 1.0 | 8,674 | 1,577 | 1,323 | | 547 | 2,242 | 307 |
| Cowley | 38.0 | .0155 | 35.4 | 10.0 | 15.3 | 18.4 | 32.1 | 14.5 | 182,224 | 44,824 | 16,655 | 26,391 | 7,797 | 36,797 | 8,690 |
| Crawford | 37.6 | .0153 | 36.5 | 13.0 | 14.0 | 16.1 | 35.7 | 15.5 | 164,442 | 46,300 | 18,629 | 25,581 | 6,285 | 31,139 | 5,156 |

WICHITA IS KANSAS

Wichita is Kansas's center for shopping, business, finance and industry. It is consistently one of the nation's top markets where it counts - **purchasing power.** Among the nation's 317 MSAs, the three-county Wichita MSA ranks an impressive **42nd** in median household income **($28,845)** and **24th** in per capita income ($14,703). This tremendous buying power extends to the 67-county ADI where the effective buying income is **$14.2 billion!**

Cost-effectively tap this statewide market with The Wichita Eagle-Beacon. With five daily insertions reach **415,300 (52%)** ADI adults and **276,900 (83%)** in the MSA. With four Sunday insertions readership soars to **490,900 (61%)** ADI adults and **305,200 (91%)** in the MSA. The Eagle-Beacon is the dominant medium for reaching the fertile Kansas market.

Sources: 1987 S&MM Data Service and Simmons 1987 National Study of Local Newspaper Ratings

**CONTACT: KNIGHT-RIDDER NEWSPAPER SALES, INC.**

**Ask about Laboratory/Wichita, the Eagle-Beacon's special rate parity program for all national continuity advertisers.**

The Wichita Eagle-Beacon

| KANS. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
| Decatur | 4.2 | .0017 | 41.9 | 8.1 | 11.8 | 17.0 | 40.4 | 1.7 | 25,159 | 5,808 | 1,225 | 812 | 906 | 9,162 | 728 |
| Dickinson | 20.0 | .0082 | 38.5 | 7.9 | 13.0 | 19.0 | 35.7 | 8.0 | 84,508 | 19,849 | 7,339 | 6,235 | 1,527 | 18,281 | 3,302 |
| Doniphan | 9.5 | .0038 | 34.4 | 10.3 | 14.8 | 16.3 | 32.8 | 3.4 | 26,264 | 7,684 | 1,728 | 419 | 267 | 903 | 563 |
| Edwards | 4.1 | .0017 | 40.3 | 7.8 | 13.3 | 17.5 | 39.0 | 1.7 | 11,781 | 5,301 | 614 | 83 | 158 | 2,058 | 205 |
| Elk | 3.7 | .0015 | 46.1 | 6.1 | 10.5 | 17.1 | 46.0 | 1.6 | 9,129 | 2,377 | 974 | | 146 | 1,274 | 221 |
| Ellis | 27.7 | .0113 | 28.7 | 18.7 | 17.8 | 15.9 | 22.9 | 10.4 | 269,554 | 60,670 | 24,018 | 24,491 | 13,328 | 70,820 | 8,732 |
| Ellsworth | 6.8 | .0027 | 41.1 | 7.1 | 13.1 | 16.3 | 40.5 | 2.9 | 26,060 | 7,694 | 1,803 | 685 | 368 | 5,879 | 1,309 |
| Finney | 30.1 | .0123 | 28.6 | 11.8 | 19.3 | 17.8 | 19.9 | 10.5 | 240,675 | 58,086 | 14,063 | 26,717 | 10,497 | 71,560 | 947 |
| Ford | 26.8 | .0109 | 31.7 | 12.2 | 16.4 | 18.2 | 26.4 | 9.9 | 237,662 | 43,993 | 19,001 | 38,231 | 12,653 | 66,481 | 7,951 |
| Franklin | 22.2 | .0091 | 35.3 | 10.9 | 14.0 | 19.0 | 31.5 | 8.4 | 82,019 | 22,920 | 9,025 | 13,043 | 2,244 | 14,142 | 2,391 |
| Geary | 31.0 | .0126 | 26.3 | 20.1 | 17.9 | 17.3 | 17.2 | 10.8 | 206,653 | 44,455 | 30,513 | 32,338 | 14,360 | 46,419 | 2,554 |
| Gove | 3.6 | .0014 | 34.6 | 8.6 | 14.3 | 17.7 | 31.6 | 1.4 | 12,971 | 2,448 | 568 | | 507 | 7,064 | 441 |
| Graham | 3.8 | .0016 | 38.3 | 8.2 | 12.2 | 19.7 | 34.8 | 1.5 | 22,159 | 5,138 | 937 | 363 | | 10,197 | 349 |
| Grant | 7.4 | .0030 | 29.8 | 10.1 | 18.2 | 21.1 | 19.4 | 2.7 | 41,750 | 10,268 | 2,662 | 3,120 | 907 | 15,309 | 1,230 |
| Gray | 5.5 | .0022 | 32.0 | 9.8 | 17.1 | 19.0 | 25.9 | 1.9 | 11,376 | 3,141 | 584 | | 160 | 2,783 | 674 |
| Greeley | 1.8 | .0008 | 34.3 | 9.9 | 14.2 | 18.7 | 30.3 | .7 | 6,343 | 2,040 | 234 | | | 2,041 | 347 |
| Greenwood | 8.1 | .0033 | 43.1 | 6.5 | 12.0 | 16.9 | 42.6 | 3.3 | 34,773 | 10,541 | 3,310 | 511 | 667 | 7,957 | 1,857 |
| Hamilton | 2.4 | .0009 | 39.3 | 7.0 | 13.2 | 19.1 | 36.6 | 1.1 | 8,131 | 113 | 879 | 614 | 245 | 1,47[illegible] | 139 |
| Harper | 7.4 | .0031 | 42.3 | 6.6 | 12.7 | 17.9 | 41.2 | 3.1 | 45,362 | 10,045 | 2,987 | 3,406 | 1,541 | 17,240 | 1,220 |
| Harvey | 31.7 | .0129 | 34.1 | 11.4 | 16.1 | 18.3 | 30.2 | 11.5 | 137,553 | 35,016 | 11,766 | 11,346 | 3,381 | 22,545 | 2,480 |
| Haskell | 3.9 | .0016 | 30.7 | 9.2 | 17.8 | 20.4 | 21.9 | 1.4 | 8,943 | 4,740 | 417 | | | 625 | 470 |
| Hodgeman | 2.2 | .0008 | 38.5 | 8.5 | 13.2 | 18.6 | 35.9 | .9 | 3,306 | 228 | 251 | | 137 | 1,716 | |
| Jackson | 12.0 | .0049 | 35.1 | 7.4 | 15.0 | 19.7 | 30.5 | 4.4 | 28,575 | 7,563 | 2,545 | 5,501 | 498 | 4,943 | 418 |
| Jefferson | 16.7 | .0068 | 35.1 | 7.3 | 15.9 | 20.7 | 29.4 | 5.7 | 27,338 | 10,108 | 1,414 | 328 | 1,056 | 3,037 | 906 |
| Jewell | 4.7 | .0019 | 42.5 | 7.2 | 12.4 | 16.8 | 41.4 | 1.9 | 10,102 | 4,180 | 1,509 | 485 | 561 | 280 | 277 |
| Kearny | 3.8 | .0015 | 30.8 | 9.8 | 16.0 | 18.6 | 24.7 | 1.2 | 7,307 | 4,341 | 45 | | 461 | 981 | 286 |
| Kingman | 8.9 | .0036 | 37.5 | 8.7 | 13.8 | 17.9 | 35.2 | 3.4 | 28,681 | 7,221 | 2,302 | 538 | 816 | 7,501 | 1,180 |
| Kiowa | 3.8 | .0016 | 37.9 | 8.9 | 14.4 | 17.1 | 36.3 | 1.5 | 18,257 | 5,898 | 1,355 | 597 | 530 | 4,034 | 658 |
| Labette | 25.3 | .0103 | 35.1 | 8.9 | 15.1 | 17.2 | 32.9 | 9.7 | 130,404 | 27,986 | 8,280 | 17,542 | 4,109 | 38,850 | 4,253 |
| Lane | 2.5 | .0010 | 37.5 | 7.2 | 14.0 | 19.9 | 33.7 | 1.0 | 4,517 | 1,933 | 414 | | 163 | 1,234 | 78 |
| Lincoln | 3.8 | .0016 | 45.6 | 6.2 | 12.5 | 15.3 | 45.3 | 1.6 | 10,268 | 2,199 | 353 | 192 | 405 | 3,107 | 385 |
| Linn | 8.6 | .0035 | 39.9 | 6.4 | 13.7 | 17.7 | 38.5 | 3.4 | 24,806 | 8,154 | 1,803 | 166 | 328 | 6,842 | 1,039 |
| Logan | 3.3 | .0013 | 36.9 | 8.6 | 13.9 | 17.6 | 34.8 | 1.4 | 44,507 | 8,344 | 3,761 | 986 | 717 | 19,401 | 296 |
| Lyon | 35.9 | .0146 | 29.3 | 18.2 | 19.4 | 15.3 | 23.6 | 13.6 | 255,616 | 59,885 | 25,368 | 32,858 | 9,719 | 53,595 | 7,958 |
| McPherson | 27.7 | .0113 | 34.4 | 12.4 | 15.5 | 17.5 | 31.6 | 10.5 | 126,900 | 31,035 | 16,166 | 9,446 | 3,871 | 44,203 | 1,600 |
| Marion | 13.3 | .0054 | 41.5 | 9.5 | 12.4 | 16.2 | 41.1 | 5.1 | 50,273 | 9,747 | 2,722 | 2,776 | 2,956 | 17,844 | 1,408 |
| Marshall | 13.0 | .0053 | 41.3 | 8.4 | 12.2 | 17.0 | 40.3 | 5.3 | 68,292 | 18,223 | 3,908 | 7,734 | 5,294 | 18,300 | 2,043 |
| Meade | 4.6 | .0019 | 36.9 | 9.3 | 13.6 | 18.3 | 34.1 | 1.8 | 21,822 | 4,868 | 2,724 | 167 | 216 | 8,900 | 100 |
| Mitchell | 8.1 | .0033 | 36.8 | 9.2 | 14.4 | 15.4 | 36.4 | 3.3 | 56,352 | 12,400 | 3,972 | 4,036 | 1,301 | 16,948 | 834 |
| Montgomery | 42.4 | .0172 | 36.3 | 9.1 | 14.6 | 17.9 | 33.8 | 16.5 | 230,968 | 43,965 | 16,815 | 29,917 | 10,521 | 52,717 | 5,351 |
| Morris | 6.3 | .0026 | 41.5 | 7.4 | 11.9 | 17.9 | 40.4 | 2.6 | 23,872 | 5,060 | 1,556 | 373 | 727 | 7,433 | 281 |
| Morton | 3.4 | .0014 | 31.8 | 9.9 | 16.5 | 20.7 | 24.1 | 1.2 | 17,769 | 5,116 | 837 | 678 | 275 | 6,208 | 115 |
| Nemaha | 11.0 | .0045 | 37.4 | 8.6 | 12.4 | 16.2 | 36.5 | 4.2 | 58,547 | 15,840 | 4,666 | 1,465 | 2,004 | 20,032 | 2,010 |
| Neosho | 18.6 | .0075 | 36.3 | 9.0 | 14.4 | 17.8 | 33.8 | 7.0 | 94,651 | 15,159 | 5,612 | 8,931 | 7,594 | 30,931 | 2,253 |
| Ness | 4.3 | .0018 | 39.8 | 8.8 | 12.9 | 17.1 | 38.6 | 1.7 | 21,805 | 5,068 | 485 | 365 | 196 | 8,449 | 246 |
| Norton | 6.3 | .0026 | 40.3 | 7.0 | 14.2 | 18.4 | 38.7 | 2.7 | 40,999 | 9,425 | 2,062 | 2,595 | 1,954 | 13,054 | 1,001 |
| Osage | 16.1 | .0065 | 35.7 | 8.4 | 14.9 | 19.3 | 31.7 | 5.9 | 50,343 | 12,292 | 3,533 | 679 | 2,390 | 15,055 | 1,238 |
| Osborne | 5.7 | .0023 | 43.4 | 7.3 | 11.5 | 15.7 | 43.2 | 2.3 | 31,071 | 9,874 | 1,586 | 782 | 2,533 | 3,086 | 840 |
| Ottawa | 5.9 | .0024 | 40.0 | 7.2 | 12.6 | 19.0 | 38.0 | 2.3 | 24,358 | 5,236 | 903 | 306 | 189 | 11,984 | 938 |
| Pawnee | 7.5 | .0031 | 37.6 | 8.0 | 15.8 | 19.1 | 34.4 | 3.0 | 38,165 | 10,663 | 2,730 | 3,378 | 1,001 | 12,157 | 1,772 |
| Phillips | 6.9 | .0028 | 39.8 | 6.6 | 13.7 | 18.2 | 37.9 | 2.8 | 36,707 | 9,273 | 1,673 | 2,782 | 4,205 | 8,387 | 671 |
| Pottawatomie | 15.9 | .0065 | 32.9 | 10.1 | 17.4 | 17.8 | 28.6 | 5.9 | 46,060 | 10,487 | 3,824 | 2,974 | 1,466 | 12,669 | 1,099 |
| Pratt | 10.6 | .0043 | 36.9 | 10.6 | 14.7 | 17.8 | 34.5 | 4.3 | 92,949 | 14,950 | 9,378 | 9,384 | 2,693 | 32,070 | 2,463 |

**Topeka, Kansas.....**
**one of the nation's most popular test markets!**
(The test market you'll keep on testing.)

Serving Northeast Kansas Morning & Sunday
913-295-1247

The Topeka Capital-Journal

## KANS. (cont.)

### POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rawlins | 3.9 | .0016 | 38.5 | 7.5 | 13.7 | 18.0 | 36.3 | 1.5 | 10,946 | 4,056 | 316 | 370 | 280 | 3,365 | 163 |
| Reno | 67.5 | .0275 | 33.4 | 11.4 | 16.9 | 18.4 | 28.9 | 26.0 | 379,400 | 84,613 | 36,305 | 37,194 | 26,098 | 102,561 | 12,807 |
| Hutchinson | 42.6 | .0173 | 32.8 | 13.2 | 17.5 | 16.8 | 29.4 | 16.9 | 335,720 | 78,781 | 31,109 | 35,008 | 22,356 | 87,506 | 12,650 |
| Republic | 6.9 | .0028 | 44.4 | 7.2 | 11.8 | 16.6 | 44.0 | 2.8 | 32,980 | 8,459 | 1,657 | 692 | 1,886 | 8,973 | 2,126 |
| Rice | 11.6 | .0047 | 38.5 | 10.1 | 12.7 | 18.2 | 36.1 | 4.6 | 41,211 | 12,681 | 3,296 | 777 | 1,072 | 11,111 | 2,062 |
| Riley | 64.0 | .0261 | 24.1 | 33.2 | 20.6 | 12.2 | 12.9 | 20.5 | 309,337 | 67,043 | 33,779 | 44,605 | 14,539 | 64,800 | 6,642 |
| Rooks | 6.6 | .0026 | 38.1 | 8.3 | 12.9 | 16.2 | 37.3 | 2.5 | 36,971 | 10,142 | 1,800 | 841 | 1,171 | 4,642 | 1,126 |
| Rush | 4.3 | .0018 | 44.0 | 6.8 | 12.0 | 16.9 | 43.0 | 1.7 | 10,627 | 3,714 | 1,124 | 491 | 165 | 509 | 210 |
| Russell | 8.6 | .0035 | 40.0 | 7.9 | 13.9 | 17.7 | 38.4 | 3.4 | 52,103 | 12,155 | 3,828 | 1,961 | 1,575 | 13,203 | 2,017 |
| Saline | 50.8 | .0207 | 32.4 | 12.1 | 17.5 | 19.0 | 26.4 | 19.9 | 404,118 | 74,742 | 32,076 | 47,932 | 22,973 | 111,356 | 8,364 |
| Salina | 43.0 | .0175 | 32.0 | 12.7 | 17.8 | 18.5 | 26.2 | 17.1 | 389,854 | 73,567 | 29,472 | 47,314 | 21,151 | 109,810 | 8,253 |
| Scott | 5.9 | .0024 | 32.6 | 8.3 | 17.2 | 18.6 | 27.3 | 2.2 | 42,030 | 12,351 | 2,757 | 1,747 | 1,982 | 11,447 | 146 |
| Seward | 18.5 | .0075 | 29.6 | 12.6 | 18.1 | 18.7 | 21.6 | 6.9 | 190,931 | 33,127 | 13,991 | 21,918 | 10,921 | 55,261 | 2,169 |
| Sheridan | 3.3 | .0014 | 35.2 | 8.1 | 13.2 | 18.2 | 32.0 | 1.3 | 12,398 | 3,849 | 932 | 916 | 268 | 2,440 | 275 |
| Sherman | 7.3 | .0029 | 33.8 | 9.9 | 15.5 | 19.4 | 28.7 | 2.9 | 67,321 | 6,860 | 5,613 | 9,178 | 3,170 | 25,080 | 2,225 |
| Smith | 5.5 | .0023 | 44.3 | 6.9 | 11.3 | 17.3 | 43.6 | 2.3 | 27,449 | 6,648 | 1,258 | 2,378 | 1,230 | 6,188 | 588 |
| Stafford | 5.7 | .0023 | 43.2 | 6.8 | 11.9 | 17.0 | 42.9 | 2.4 | 25,427 | 7,080 | 1,158 | 325 | 359 | 7,033 | 391 |
| Stanton | 2.3 | .0009 | 32.0 | 9.5 | 15.4 | 22.4 | 22.9 | .8 | 6,262 | 3,106 | 59 |  |  | 936 | 110 |
| Stevens | 5.2 | .0022 | 32.4 | 9.4 | 16.0 | 18.7 | 27.2 | 1.7 | 18,031 | 6,248 | 1,673 | 278 | 685 | 2,000 | 877 |
| Sumner | 26.2 | .0106 | 36.5 | 8.5 | 14.3 | 18.5 | 33.5 | 9.9 | 96,989 | 40,601 | 5,497 | 9,035 | 3,181 | 12,165 | 6,814 |
| Thomas | 8.9 | .0037 | 31.0 | 13.9 | 15.9 | 17.5 | 26.1 | 3.1 | 65,343 | 15,202 | 7,682 | 4,131 | 2,555 | 20,759 | 973 |
| Trego | 4.6 | .0018 | 38.4 | 8.1 | 13.6 | 16.0 | 37.6 | 1.7 | 22,194 | 6,497 | 1,232 | 487 | 378 | 5,619 | 584 |
| Wabaunsee | 7.0 | .0029 | 37.9 | 7.3 | 13.6 | 19.0 | 34.9 | 2.5 | 16,536 | 3,036 | 2,515 | 357 | 300 | 273 | 152 |
| Wallace | 1.9 | .0007 | 34.0 | 8.3 | 16.3 | 17.6 | 30.7 | .7 | 6,568 | 1,371 | 80 | 131 |  | 2,981 | 95 |
| Washington | 7.5 | .0031 | 42.7 | 6.8 | 11.3 | 15.9 | 42.4 | 3.0 | 26,225 | 6,936 | 2,016 | 248 | 1,818 | 2,555 | 1,487 |
| Wichita | 2.8 | .0011 | 31.5 | 9.1 | 15.9 | 19.2 | 25.3 | 1.0 | 12,704 | 5,161 | 519 | 68 |  | 4,765 | 161 |
| Wilson | 12.4 | .0051 | 38.5 | 7.6 | 13.7 | 16.7 | 37.5 | 4.8 | 30,501 | 7,450 | 1,616 | 1,088 | 674 | 7,262 | 2,090 |
| Woodson | 4.4 | .0018 | 43.0 | 7.8 | 12.6 | 16.1 | 42.8 | 1.8 | 11,034 | 3,545 | 1,277 | 146 | 291 | 2,318 |  |
| **TOTAL METRO COUNTIES** | **1,265.4** | **.5152** | **31.7** | **11.7** | **18.9** | **19.9** | **23.9** | **478.0** | **7,960,962** | **1,553,874** | **748,150** | **1,139,948** | **381,241** | **1,875,076** | **227,787** |
| **TOTAL STATE** | **2,495.0** | **1.0158** | **32.7** | **11.7** | **17.2** | **18.7** | **27.3** | **946.4** | **14,357,083** | **3,056,275** | **1,277,002** | **1,781,278** | **661,324** | **3,501,901** | **404,767** |

## KANS.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>**County**<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **KANSAS CITY** | **22,403,771** | **29,722** | **18.8** | **26.0** | **20.0** | **21.1** | **.6894** |
| Johnson | 6,327,264 | 39,182 | 13.0 | 24.0 | 22.5 | 34.0 | .1754 |
| • Olathe | 509,398 | 35,231 | 15.4 | 26.7 | 26.4 | 25.1 | .0239 |
| Overland Park | 1,914,805 | 41,274 | 11.6 | 23.4 | 23.6 | 36.3 | .0595 |
| Leavenworth | 778,827 | 31,165 | 17.9 | 24.9 | 22.7 | 20.8 | .0214 |
| • Leavenworth | 464,117 | 28,713 | 19.5 | 25.2 | 21.6 | 18.4 | .0139 |
| Miami | 267,056 | 23,590 | 24.2 | 27.8 | 17.7 | 11.8 | .0078 |
| Wyandotte | 2,110,371 | 24,771 | 21.2 | 26.6 | 18.4 | 14.2 | .0634 |
| • Kansas City | 1,957,115 | 24,407 | 21.4 | 26.6 | 18.2 | 13.8 | .0590 |
| *Cass, Mo.* | 684,694 | 27,673 | 20.1 | 28.4 | 20.1 | 15.9 | .0202 |
| *Clay, Mo.* | 2,223,860 | 33,431 | 16.2 | 26.8 | 24.0 | 23.1 | .0731 |
| *Jackson, Mo.* | 8,798,317 | 26,679 | 20.9 | 25.8 | 18.4 | 18.2 | .2936 |
| *Independence* | 1,629,511 | 30,608 | 18.7 | 26.3 | 23.5 | 18.5 | .0531 |
| • *Kansas City* | 5,980,146 | 24,789 | 21.9 | 25.8 | 16.9 | 16.8 | .2045 |
| *Lafayette, Mo.* | 332,166 | 21,942 | 24.6 | 28.9 | 15.8 | 9.4 | .0099 |
| *Platte, Mo.* | 655,512 | 29,233 | 19.1 | 30.3 | 23.1 | 14.9 | .0178 |
| *Ray, Mo.* | 225,704 | 21,852 | 24.4 | 29.8 | 16.5 | 7.8 | .0068 |
| SUBURBAN TOTAL | 13,192,995 | 33,034 | 16.7 | 25.9 | 21.9 | 24.7 | .3881 |
| **LAWRENCE** | **889,038** | **22,531** | **24.0** | **24.7** | **15.3** | **15.1** | **.0271** |
| Douglas | 889,038 | 22,531 | 24.0 | 24.7 | 15.3 | 15.1 | .0271 |
| • Lawrence | 689,062 | 21,037 | 25.0 | 23.8 | 13.6 | 14.5 | .0225 |
| SUBURBAN TOTAL | 199,976 | 29,169 | 20.4 | 27.2 | 21.9 | 17.6 | .0046 |
| **TOPEKA** | **2,442,726** | **28,763** | **20.3** | **27.4** | **19.6** | **19.6** | **.0722** |
| Shawnee | 2,442,726 | 28,763 | 20.3 | 27.4 | 19.6 | 19.6 | .0722 |
| • Topeka | 1,830,404 | 26,189 | 22.4 | 28.0 | 17.6 | 17.1 | .0580 |
| SUBURBAN TOTAL | 612,322 | 38,264 | 12.1 | 25.2 | 27.2 | 29.2 | .0142 |
| **WICHITA** | **6,730,278** | **29,543** | **18.6** | **27.6** | **19.7** | **20.7** | **.1955** |
| Butler | 550,153 | 24,493 | 22.6 | 30.4 | 19.0 | 10.4 | .0162 |
| Sedgwick | 6,180,125 | 30,257 | 18.2 | 27.1 | 19.8 | 21.9 | .1793 |
| • Wichita | 4,626,701 | 28,516 | 19.4 | 27.6 | 18.9 | 20.1 | .1424 |
| SUBURBAN TOTAL | 2,103,577 | 31,739 | 16.7 | 27.0 | 21.9 | 22.4 | .0531 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |
| Allen | 174,869 | 19,884 | 25.9 | 28.1 | 12.2 | 9.4 | .0053 |
| Anderson | 91,586 | 19,909 | 27.6 | 26.0 | 12.8 | 11.0 | .0025 |
| Atchison | 189,758 | 20,698 | 25.2 | 28.0 | 14.6 | 8.9 | .0058 |
| Barber | 80,059 | 19,862 | 26.0 | 28.1 | 12.2 | 9.4 | .0024 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Barton | 410,951 | 23,989 | 23.2 | 30.0 | 16.8 | 12.5 | .0136 |
| Bourbon | 173,529 | 17,980 | 27.5 | 25.7 | 11.8 | 7.9 | .0057 |
| Brown | 119,986 | 17,940 | 28.7 | 26.6 | 10.6 | 7.3 | .0036 |
| Chase | 34,163 | 19,423 | 23.1 | 29.4 | 11.7 | 7.8 | .0009 |
| Chautauqua | 66,771 | 20,065 | 26.8 | 25.3 | 12.9 | 12.0 | .0017 |
| Cherokee | 211,916 | 16,857 | 27.5 | 26.6 | 10.0 | 5.8 | .0066 |
| Cheyenne | 44,631 | 21,121 | 25.0 | 27.7 | 11.0 | 13.7 | .0015 |
| Clark | 26,504 | 18,700 | 28.0 | 27.7 | 11.8 | 7.7 | .0008 |
| Clay | 94,207 | 17,725 | 29.8 | 27.5 | 10.3 | 6.2 | .0031 |
| Cloud | 114,461 | 17,959 | 30.0 | 26.7 | 10.0 | 7.6 | .0039 |
| Coffey | 139,380 | 27,117 | 21.0 | 23.7 | 16.8 | 22.6 | .0035 |
| Comanche | 24,286 | 17,343 | 34.4 | 27.2 | 8.4 | 5.9 | .0008 |
| Cowley | 509,635 | 25,116 | 21.6 | 26.4 | 18.0 | 16.3 | .0146 |
| Crawford | 381,989 | 16,537 | 27.4 | 24.4 | 11.4 | 6.6 | .0121 |
| Decatur | 40,464 | 16,684 | 32.2 | 25.5 | 8.6 | 6.5 | .0016 |
| Dickinson | 232,413 | 20,925 | 26.7 | 27.7 | 14.3 | 10.0 | .0068 |
| Doniphan | 83,018 | 18,460 | 27.2 | 30.0 | 10.5 | 5.8 | .0026 |
| Edwards | 36,066 | 15,327 | 32.2 | 24.8 | 7.4 | 3.9 | .0012 |
| Elk | 40,447 | 17,326 | 30.1 | 22.1 | 13.1 | 7.4 | .0011 |
| Ellis | 358,197 | 24,985 | 23.7 | 28.0 | 18.1 | 13.7 | .0131 |
| Ellsworth | 70,069 | 17,828 | 28.8 | 27.1 | 10.8 | 5.7 | .0022 |
| Finney | 367,139 | 25,550 | 24.5 | 30.4 | 18.4 | 13.6 | .0127 |
| Ford | 329,634 | 24,922 | 21.8 | 29.2 | 18.0 | 13.0 | .0120 |
| Franklin | 273,422 | 22,660 | 26.8 | 26.5 | 17.0 | 12.6 | .0077 |
| Geary | 305,733 | 18,119 | 33.2 | 25.7 | 12.0 | 7.0 | .0114 |
| Gove | 33,973 | 17,073 | 30.4 | 26.8 | 7.6 | 7.5 | .0009 |
| Graham | 43,878 | 19,414 | 26.6 | 24.6 | 14.2 | 9.9 | .0016 |
| Grant | 90,232 | 25,592 | 20.2 | 37.9 | 14.8 | 13.3 | .0028 |
| Gray | 65,893 | 26,262 | 22.6 | 31.2 | 19.8 | 12.8 | .0016 |
| Greeley | 16,434 | 17,471 | 30.9 | 26.4 | 9.4 | 7.0 | .0006 |
| Greenwood | 82,541 | 17,467 | 29.0 | 24.6 | 12.1 | 6.7 | .0026 |
| Hamilton | 30,938 | 20,308 | 29.1 | 26.2 | 15.2 | 9.3 | .0008 |
| Harper | 73,949 | 17,333 | 28.9 | 26.8 | 11.0 | 5.0 | .0026 |
| Harvey | 374,065 | 24,626 | 23.2 | 31.7 | 17.6 | 11.2 | .0112 |
| Haskell | 40,771 | 22,351 | 27.2 | 33.1 | 15.0 | 7.9 | .0011 |
| Hodgeman | 20,403 | 17,000 | 32.8 | 28.0 | 8.9 | 3.7 | .0005 |

**KANS.** (cont.)

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Jackson | 120,664 | 21,515 | 25.1 | 30.2 | 16.2 | 6.7 | .0035 |
| Jefferson | 176,603 | 24,426 | 22.3 | 28.8 | 19.7 | 10.3 | .0045 |
| Jewell | 38,701 | 14,581 | 29.9 | 22.9 | 7.3 | 4.7 | .0013 |
| Kearny | 38,457 | 24,034 | 24.8 | 32.6 | 16.1 | 11.4 | .0010 |
| Kingman | 90,461 | 19,360 | 27.9 | 27.4 | 13.4 | 7.5 | .0027 |
| Kiowa | 42,075 | 19,844 | 26.7 | 27.9 | 13.7 | 8.1 | .0014 |
| Labette | 290,168 | 22,131 | 24.2 | 26.9 | 16.8 | 10.9 | .0091 |
| Lane | 27,479 | 19,680 | 29.3 | 28.3 | 12.3 | 8.6 | .0008 |
| Lincoln | 34,474 | 15,481 | 34.4 | 24.6 | 7.3 | 3.8 | .0011 |
| Linn | 83,340 | 16,776 | 28.7 | 24.1 | 11.1 | 6.5 | .0024 |
| Logan | 36,189 | 19,333 | 28.4 | 28.7 | 12.9 | 6.6 | .0016 |
| Lyon | 454,558 | 24,492 | 22.5 | 27.1 | 17.7 | 14.1 | .0151 |
| McPherson | 365,870 | 25,871 | 22.2 | 30.1 | 18.3 | 14.5 | .0103 |
| Marion | 133,390 | 18,727 | 28.9 | 29.0 | 11.0 | 6.8 | .0042 |
| Marshall | 138,890 | 18,033 | 29.5 | 24.3 | 12.2 | 8.2 | .0046 |
| Meade | 46,170 | 19,333 | 29.9 | 29.1 | 12.6 | 6.5 | .0015 |
| Mitchell | 76,644 | 16,913 | 31.5 | 27.3 | 7.7 | 5.8 | .0030 |
| Montgomery | 489,963 | 21,089 | 25.7 | 27.3 | 15.2 | 9.9 | .0155 |
| Morris | 67,443 | 18,014 | 28.5 | 25.5 | 11.6 | 7.7 | .0020 |
| Morton | 37,751 | 23,519 | 23.6 | 29.0 | 16.4 | 12.0 | .0013 |
| Nemaha | 107,899 | 17,496 | 28.8 | 25.0 | 10.5 | 7.9 | .0036 |
| Neosho | 196,827 | 20,091 | 27.3 | 28.5 | 12.4 | 9.4 | .0064 |
| Ness | 46,533 | 19,049 | 27.3 | 27.4 | 11.8 | 8.5 | .0016 |
| Norton | 70,180 | 17,040 | 28.8 | 25.8 | 10.1 | 7.0 | .0024 |
| Osage | 175,774 | 22,500 | 23.8 | 29.1 | 16.7 | 9.8 | .0050 |
| Osborne | 51,232 | 15,857 | 33.4 | 25.4 | 7.0 | 4.8 | .0019 |
| Ottawa | 63,022 | 19,823 | 26.7 | 28.5 | 12.1 | 9.0 | .0019 |
| Pawnee | 92,810 | 21,771 | 27.0 | 28.5 | 15.1 | 11.5 | .0029 |
| Phillips | 71,484 | 18,578 | 26.8 | 25.6 | 13.0 | 7.8 | .0023 |
| Pottawatomie | 176,839 | 22,993 | 24.4 | 30.4 | 17.3 | 9.5 | .0050 |
| Pratt | 126,654 | 21,898 | 25.4 | 29.6 | 15.0 | 9.8 | .0047 |

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Rawlins | 38,190 | 17,733 | 31.4 | 25.5 | 9.1 | 9.0 | .0011 |
| Reno | 804,498 | 22,834 | 24.9 | 29.8 | 16.5 | 10.5 | .0253 |
| Hutchinson | 512,357 | 21,979 | 26.1 | 29.3 | 15.1 | 10.6 | .0180 |
| Republic | 68,240 | 16,077 | 32.3 | 22.8 | 9.3 | 6.3 | .0024 |
| Rice | 139,703 | 22,380 | 23.2 | 30.8 | 14.2 | 10.5 | .0039 |
| Riley | 671,614 | 18,466 | 32.0 | 24.3 | 12.6 | 9.1 | .0217 |
| Rooks | 62,270 | 18,085 | 30.8 | 27.9 | 10.4 | 6.4 | .0021 |
| Rush | 41,877 | 18,420 | 28.0 | 28.9 | 10.9 | 5.9 | .0013 |
| Russell | 110,791 | 21,507 | 25.9 | 25.2 | 15.3 | 12.9 | .0034 |
| Saline | 651,517 | 23,982 | 24.8 | 29.7 | 17.4 | 11.7 | .0222 |
| Salina | 552,005 | 23,460 | 25.5 | 29.2 | 17.1 | 11.4 | .0197 |
| Scott | 63,988 | 20,700 | 27.3 | 29.4 | 14.0 | 8.5 | .0023 |
| Seward | 223,493 | 24,294 | 24.8 | 30.4 | 18.3 | 10.5 | .0086 |
| Sheridan | 30,294 | 16,591 | 34.2 | 22.9 | 10.3 | 5.5 | .0011 |
| Sherman | 73,682 | 17,901 | 33.6 | 28.5 | 9.8 | 5.8 | .0030 |
| Smith | 43,914 | 13,678 | 34.5 | 20.3 | 7.1 | 2.6 | .0016 |
| Stafford | 67,762 | 20,627 | 27.1 | 29.5 | 14.5 | 7.5 | .0020 |
| Stanton | 21,955 | 18,966 | 32.5 | 27.0 | 10.8 | 8.9 | .0007 |
| Stevens | 57,745 | 25,686 | 22.9 | 30.1 | 17.8 | 14.2 | .0017 |
| Sumner | 299,657 | 23,278 | 24.2 | 29.1 | 18.1 | 9.7 | .0087 |
| Thomas | 92,604 | 21,273 | 25.2 | 28.4 | 13.4 | 11.1 | .0034 |
| Trego | 43,703 | 18,490 | 29.9 | 29.3 | 9.1 | 7.4 | .0015 |
| Wabaunsee | 66,226 | 19,578 | 29.8 | 30.6 | 12.7 | 5.6 | .0019 |
| Wallace | 12,500 | 13,567 | 35.9 | 20.1 | 4.1 | 3.4 | .0005 |
| Washington | 56,567 | 12,982 | 33.8 | 19.7 | 5.0 | 3.4 | .0020 |
| Wichita | 28,725 | 21,250 | 27.3 | 27.7 | 14.4 | 10.3 | .0010 |
| Wilson | 124,712 | 18,992 | 28.4 | 27.6 | 12.9 | 6.9 | .0035 |
| Woodson | 41,392 | 15,772 | 31.7 | 23.5 | 9.9 | 5.1 | .0012 |
| **TOTAL METRO COUNTIES** | **19,545,560** | **30,763** | **18.1** | **26.2** | **20.1** | **22.7** | **.5628** |
| **TOTAL STATE** | **33,350,083** | **25,291** | **22.2** | **26.9** | **17.3** | **16.3** | **1.0026** |

# Kentucky

S&MM ESTIMATES

## POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CLARKSVILLE - HOPKINSVILLE** | **158.6** | **.0646** | **28.1** | **17.2** | **18.8** | **18.1** | **18.8** | **53.1** | **811,128** | **141,553** | **69,538** | **121,359** | **34,840** | **240,363** | **30,229** |
| Christian | 65.9 | .0269 | 27.4 | 17.9 | 18.0 | 16.7 | 19.7 | 20.5 | 333,974 | 60,090 | 26,856 | 35,994 | 14,831 | 89,948 | 16,326 |
| • Hopkinsville | 28.5 | .0116 | 33.6 | 9.4 | 16.1 | 19.8 | 27.9 | 10.8 | 269,931 | 52,185 | 20,785 | 25,204 | 12,235 | 74,057 | 14,821 |
| *Montgomery, Tenn.* | *92.7* | *.0377* | *28.5* | *16.6* | *19.3* | *19.2* | *18.3* | *32.6* | *477,154* | *81,463* | *42,682* | *85,365* | *20,009* | *150,415* | *13,903* |
| • *Clarksville* | *78.3* | *.0319* | *27.3* | *19.2* | *19.8* | *18.4* | *16.4* | *27.6* | *474,595* | *81,165* | *41,817* | *85,224* | *19,977* | *150,336* | *13,673* |
| SUBURBAN TOTAL | 51.8 | .0211 | 26.6 | 18.3 | 18.9 | 16.8 | 17.5 | 14.7 | 66,602 | 8,203 | 6,936 | 10,931 | 2,628 | 15,970 | 1,735 |
| **HUNTINGTON - ASHLAND** | **334.0** | **.1360** | **33.3** | **10.3** | **16.4** | **20.2** | **26.9** | **124.4** | **1,946,436** | **397,477** | **160,713** | **377,132** | **90,441** | **363,689** | **78,966** |
| Boyd | 54.4 | .0221 | 34.1 | 9.7 | 16.9 | 20.5 | 27.7 | 20.4 | 397,392 | 82,189 | 35,003 | 76,040 | 15,249 | 72,487 | 22,945 |
| • Ashland | 26.2 | .0107 | 38.1 | 9.4 | 14.3 | 19.2 | 34.9 | 10.7 | 319,980 | 52,409 | 30,758 | 72,946 | 13,756 | 64,409 | 21,646 |
| Carter | 26.0 | .0106 | 31.0 | 10.9 | 16.0 | 19.6 | 24.0 | 8.8 | 92,965 | 26,316 | 6,466 | 8,813 | 9,470 | 13,417 | 4,904 |
| Greenup | 39.1 | .0159 | 32.1 | 9.2 | 17.0 | 22.1 | 23.0 | 13.3 | 89,703 | 31,919 | 5,598 | 3,684 | 4,170 | 18,974 | 3,563 |
| *Lawrence, Ohio* | *63.8* | *.0260* | *32.9* | *9.2* | *15.9* | *20.4* | *26.3* | *23.3* | *184,240* | *55,008* | *14,671* | *16,687* | *13,387* | *28,904* | *12,446* |
| *Cabell, W. Va.* | *104.2* | *.0424* | *34.3* | *11.8* | *16.1* | *19.0* | *30.0* | *41.8* | *1,040,982* | *167,301* | *90,487* | *240,437* | *44,990* | *208,610* | *33,296* |
| • *Huntington* | *59.4* | *.0242* | *36.8* | *13.3* | *14.8* | *16.6* | *35.4* | *25.5* | *690,609* | *130,974* | *72,234* | *79,546* | *36,276* | *157,770* | *27,730* |
| *Wayne, W. Va.* | *46.5* | *.0190* | *32.6* | *9.7* | *16.4* | *20.9* | *25.1* | *16.8* | *141,154* | *34,744* | *8,488* | *31,471* | *3,175* | *21,297* | *1,812* |
| SUBURBAN TOTAL | 248.4 | .1011 | 32.2 | 9.7 | 17.0 | 21.2 | 24.0 | 88.2 | 935,847 | 214,094 | 57,721 | 224,640 | 40,409 | 141,510 | 29,590 |
| **LEXINGTON-FAYETTE** | **336.0** | **.1369** | **30.8** | **13.6** | **20.1** | **19.6** | **21.9** | **127.3** | **2,429,111** | **404,333** | **281,405** | **368,516** | **143,002** | **518,832** | **87,508** |
| Bourbon | 19.5 | .0080 | 33.9 | 8.8 | 16.5 | 20.5 | 27.7 | 7.3 | 82,006 | 23,677 | 6,593 | 2,733 | 1,941 | 19,759 | 5,969 |
| Clark | 29.8 | .0121 | 32.2 | 9.2 | 18.1 | 20.6 | 24.3 | 10.9 | 158,383 | 38,720 | 12,740 | 18,003 | 4,551 | 44,480 | 5,909 |
| Fayette | 213.7 | .0870 | 30.4 | 15.3 | 21.1 | 19.1 | 21.3 | 84.0 | 1,890,058 | 267,216 | 239,085 | 330,286 | 128,879 | 382,943 | 61,160 |
| • Lexington-Fayette | 213.7 | .0870 | 30.4 | 15.3 | 21.1 | 19.1 | 21.3 | 84.0 | 1,890,058 | 267,216 | 239,085 | 330,286 | 128,879 | 382,943 | 61,160 |
| Jessamine | 30.6 | .0125 | 29.4 | 13.0 | 20.4 | 19.5 | 19.0 | 10.3 | 138,346 | 28,520 | 10,183 | 8,476 | 3,757 | 45,565 | 4,689 |
| Scott | 23.3 | .0095 | 31.3 | 12.2 | 17.1 | 20.3 | 23.3 | 8.1 | 70,382 | 21,919 | 7,749 | 4,327 | 2,193 | 10,686 | 4,862 |
| Woodford | 19.1 | .0078 | 32.3 | 9.3 | 17.5 | 22.5 | 22.8 | 6.7 | 89,936 | 24,281 | 5,055 | 4,691 | 1,681 | 15,399 | 4,919 |
| SUBURBAN TOTAL | 122.3 | .0499 | 31.5 | 10.7 | 18.1 | 20.5 | 23.2 | 43.3 | 539,053 | 137,117 | 42,320 | 38,230 | 14,123 | 135,889 | 26,348 |
| **LOUISVILLE** | **966.1** | **.3933** | **32.2** | **10.6** | **18.3** | **19.9** | **25.0** | **358.2** | **6,392,975** | **1,212,631** | **658,856** | **884,057** | **353,426** | **1,388,021** | **305,245** |
| Bullitt | 48.8 | .0199 | 28.4 | 9.5 | 19.2 | 22.4 | 14.9 | 15.2 | 113,836 | 49,688 | 10,024 | 2,955 | 4,329 | 16,219 | 1,465 |
| Jefferson | 677.1 | .2756 | 32.7 | 10.9 | 18.2 | 19.4 | 26.3 | 259.3 | 5,068,835 | 918,772 | 546,993 | 724,626 | 297,779 | 1,103,987 | 257,755 |
| • Louisville | 285.2 | .1161 | 34.4 | 11.4 | 15.9 | 16.5 | 32.4 | 117.3 | 2,062,615 | 481,701 | 280,287 | 125,282 | 137,727 | 347,534 | 142,733 |
| Oldham | 32.6 | .0133 | 30.1 | 10.0 | 22.0 | 24.4 | 14.9 | 9.7 | 93,663 | 24,607 | 4,866 | 3,502 | 5,114 | 30,003 | 4,567 |
| Shelby | 24.6 | .0100 | 33.8 | 9.5 | 16.5 | 21.4 | 26.7 | 8.6 | 101,262 | 24,446 | 9,581 | 6,959 | 2,392 | 27,199 | 4,967 |

## KY. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Clark, Ind.* | *89.1* | *.0363* | *31.2* | *10.2* | *18.9* | *20.3* | *22.6* | *32.3* | *665,682* | *109,754* | *50,701* | *116,763* | *18,024* | *151,942* | *18,321* |
| *Floyd, Ind.* | *63.5* | *.0258* | *32.7* | *9.8* | *17.4* | *20.4* | *25.6* | *22.8* | *262,366* | *62,446* | *28,994* | *22,648* | *20,834* | *42,562* | *14,581* |
| • *New Albany* | *37.3* | *.0152* | *34.0* | *10.2* | *17.1* | *17.8* | *30.4* | *14.4* | *230,534* | *51,655* | *25,875* | *21,840* | *18,371* | *40,783* | *11,206* |
| *Harrison, Ind.* | *30.4* | *.0124* | *31.7* | *9.8* | *17.0* | *20.5* | *23.9* | *10.3* | *87,331* | *22,918* | *7,697* | *6,604* | *4,954* | *16,109* | *3,589* |
| SUBURBAN TOTAL | 643.6 | .2620 | 31.3 | 10.2 | 19.0 | 21.6 | 21.3 | 226.5 | 4,099,826 | 679,275 | 352,694 | 736,935 | 197,328 | 999,704 | 151,306 |
| **OWENSBORO** | **87.8** | **.0358** | **32.0** | **10.7** | **16.9** | **19.7** | **25.2** | **32.7** | **649,650** | **116,979** | **69,087** | **95,370** | **30,985** | **131,563** | **30,165** |
| Daviess | 87.8 | .0358 | 32.0 | 10.7 | 16.9 | 19.7 | 25.2 | 32.7 | 649,650 | 116,979 | 69,087 | 95,370 | 30,985 | 131,563 | 30,165 |
| • Owensboro | 56.8 | .0231 | 32.8 | 11.1 | 16.8 | 19.0 | 27.3 | 22.2 | 574,516 | 105,209 | 59,952 | 82,681 | 29,842 | 114,067 | 28,688 |
| SUBURBAN TOTAL | 31.0 | .0127 | 30.6 | 10.0 | 16.8 | 21.1 | 21.5 | 10.5 | 75,134 | 11,770 | 9,135 | 12,689 | 1,143 | 17,496 | 1,477 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 16.0 | .0065 | 36.3 | 9.0 | 13.8 | 19.9 | 31.9 | 5.7 | 36,802 | 8,641 | 2,892 | 1,495 | 1,491 | 7,551 | 1,500 |
| Allen | 15.0 | .0061 | 36.5 | 8.8 | 14.2 | 20.5 | 31.8 | 5.7 | 60,133 | 14,570 | 3,116 | 2,271 | 1,169 | 21,163 | 4,006 |
| Anderson | 14.2 | .0058 | 32.6 | 9.0 | 17.6 | 20.5 | 25.4 | 5.0 | 47,138 | 13,794 | 1,882 | 1,163 | 863 | 8,898 | 2,405 |
| Ballard | 8.1 | .0033 | 36.6 | 8.1 | 14.8 | 19.5 | 33.0 | 3.1 | 30,959 | 8,610 | 1,436 | 168 | 395 | 12,380 | 978 |
| Barren | 33.9 | .0138 | 34.8 | 9.3 | 15.8 | 20.1 | 29.5 | 12.8 | 179,311 | 42,479 | 17,556 | 24,066 | 9,122 | 29,077 | 9,231 |
| Bath | 9.9 | .0040 | 33.7 | 9.4 | 15.5 | 19.5 | 28.5 | 3.6 | 16,510 | 5,846 | 827 | 600 | 950 | 2,719 | 1,280 |
| Bell | 33.7 | .0137 | 31.6 | 9.7 | 16.5 | 18.7 | 25.7 | 11.9 | 174,070 | 36,677 | 13,732 | 22,801 | 8,537 | 34,742 | 7,927 |
| ☐ Boone | 52.1 | .0212 | 30.0 | 10.0 | 19.3 | 21.6 | 18.8 | 17.7 | 565,431 | 84,059 | 61,930 | 130,927 | 17,293 | 89,433 | 22,088 |
| Boyle | 25.8 | .0105 | 33.0 | 10.8 | 16.0 | 19.6 | 27.2 | 9.6 | 194,337 | 36,068 | 14,231 | 33,378 | 8,024 | 53,381 | 8,542 |
| Bracken | 7.7 | .0032 | 35.4 | 8.8 | 14.1 | 18.9 | 31.5 | 2.7 | 13,471 | 6,130 | 506 | 187 | 240 | 2,566 | 182 |
| Breathitt | 17.1 | .0069 | 28.9 | 11.3 | 16.6 | 18.1 | 21.8 | 5.5 | 60,870 | 11,145 | 4,010 | 8,661 | 3,184 | 16,443 | 2,546 |
| Breckinridge | 16.9 | .0069 | 33.5 | 9.2 | 15.6 | 18.6 | 29.1 | 6.2 | 57,316 | 26,725 | 2,854 | 2,658 | 1,890 | 9,778 | 2,473 |
| Butler | 11.8 | .0048 | 33.8 | 9.5 | 15.3 | 19.5 | 28.7 | 4.0 | 22,531 | 8,535 | 746 | 536 | 392 | 4,673 | 1,292 |
| Caldwell | 12.7 | .0052 | 37.9 | 8.5 | 14.6 | 19.1 | 34.8 | 4.9 | 67,650 | 15,733 | 4,472 | 9,536 | 3,637 | 14,746 | 2,468 |
| Calloway | 31.8 | .0129 | 32.8 | 18.9 | 14.6 | 17.7 | 29.2 | 11.8 | 296,459 | 35,355 | 20,191 | 19,340 | 16,259 | 145,259 | 9,694 |
| ☐ Campbell | 81.2 | .0331 | 32.3 | 11.0 | 15.9 | 18.4 | 27.3 | 29.2 | 395,160 | 96,250 | 43,580 | 32,540 | 19,923 | 70,358 | 32,225 |
| Carlisle | 5.2 | .0021 | 38.1 | 8.3 | 13.3 | 19.5 | 34.7 | 2.0 | 15,505 | 3,398 | 237 | 476 | 116 | 4,919 | 125 |
| Carroll | 9.5 | .0038 | 34.3 | 9.5 | 15.2 | 20.1 | 28.9 | 3.5 | 52,726 | 18,333 | 3,634 | 1,046 | 718 | 11,659 | 3,832 |
| Casey | 15.0 | .0061 | 33.5 | 9.0 | 15.2 | 18.9 | 28.9 | 5.7 | 37,695 | 6,242 | 3,213 | 3,789 | 1,396 | 13,049 | 896 |
| Clay | 24.1 | .0098 | 29.0 | 10.4 | 16.2 | 18.6 | 21.7 | 7.7 | 71,072 | 19,559 | 3,162 | 4,961 | 4,235 | 11,798 | 3,804 |
| Clinton | 9.7 | .0040 | 35.0 | 9.4 | 14.6 | 20.9 | 29.1 | 3.6 | 33,966 | 12,522 | 1,594 | 2,208 | 1,284 | 3,706 | 1,123 |
| Crittenden | 9.0 | .0036 | 36.8 | 8.7 | 14.8 | 20.0 | 32.8 | 3.2 | 29,072 | 11,666 | 1,676 | 2,157 | 974 | 4,681 | 1,723 |
| Cumberland | 7.1 | .0029 | 36.9 | 9.0 | 14.3 | 19.1 | 33.4 | 2.8 | 14,419 | 5,715 | 688 | 1,040 | 763 | 2,926 | 902 |
| Edmonson | 10.8 | .0044 | 33.4 | 9.3 | 15.2 | 20.8 | 26.7 | 3.6 | 13,485 | 7,014 | 1,143 | 172 | 499 | 1,445 | 533 |
| Elliott | 7.0 | .0028 | 30.4 | 9.5 | 16.9 | 18.8 | 23.5 | 2.5 | 8,584 | 1,294 | 356 | 330 | 302 | 3,800 | 127 |
| Estill | 14.7 | .0060 | 32.9 | 9.2 | 15.2 | 20.1 | 26.8 | 5.3 | 50,973 | 11,994 | 2,275 | 2,529 | 705 | 25,585 | 2,855 |
| Fleming | 12.6 | .0051 | 33.7 | 9.2 | 16.0 | 18.5 | 29.5 | 4.7 | 59,587 | 10,692 | 2,622 | 4,235 | 3,005 | 24,153 | 2,385 |
| Floyd | 52.9 | .0216 | 30.7 | 10.0 | 17.7 | 18.6 | 23.7 | 18.2 | 204,002 | 35,046 | 11,510 | 18,163 | 6,387 | 60,603 | 12,947 |
| Franklin | 43.9 | .0178 | 32.4 | 10.5 | 19.4 | 20.6 | 24.4 | 17.3 | 233,826 | 41,640 | 25,332 | 27,308 | 6,586 | 56,209 | 13,453 |
| Fulton | 8.0 | .0033 | 37.0 | 8.5 | 13.3 | 17.4 | 35.0 | 3.1 | 44,766 | 14,511 | 941 | 6,659 | 1,661 | 6,832 | 3,124 |
| Gallatin | 5.0 | .0020 | 32.6 | 9.3 | 15.6 | 20.9 | 25.4 | 1.9 | 28,422 | 9,191 | 2,548 | 1,410 | 148 | 246 | 868 |
| Garrard | 11.1 | .0046 | 35.2 | 8.9 | 16.2 | 20.6 | 29.7 | 4.2 | 20,591 | 5,797 | 1,734 | 1,030 | 1,413 | 2,849 | 1,392 |
| Grant | 14.8 | .0060 | 32.8 | 8.8 | 15.5 | 20.8 | 25.7 | 4.9 | 59,586 | 16,599 | 3,984 | 737 | 1,381 | 18,486 | 2,201 |
| Graves | 33.6 | .0137 | 37.3 | 8.6 | 14.8 | 19.2 | 34.0 | 13.2 | 161,586 | 34,253 | 6,354 | 15,208 | 5,180 | 38,115 | 8,073 |
| Grayson | 22.6 | .0092 | 33.5 | 9.3 | 15.4 | 18.8 | 28.9 | 8.2 | 85,559 | 18,908 | 6,465 | 9,547 | 3,515 | 12,469 | 7,609 |
| Green | 10.7 | .0043 | 36.6 | 8.5 | 14.9 | 20.3 | 32.0 | 3.9 | 28,003 | 11,264 | 1,213 | 1,407 | 691 | 4,871 | 1,628 |
| Hancock | 7.9 | .0032 | 30.6 | 9.5 | 17.4 | 19.9 | 22.5 | 2.9 | 15,062 | 9,295 | 608 | | 78 | 3,066 | 788 |
| Hardin | 93.1 | .0380 | 24.9 | 22.4 | 17.6 | 17.5 | 14.7 | 28.2 | 471,058 | 77,203 | 40,198 | 52,519 | 22,182 | 145,145 | 12,251 |
| Harlan | 41.4 | .0168 | 30.4 | 10.2 | 17.1 | 17.2 | 25.0 | 14.3 | 149,109 | 42,685 | 8,636 | 20,459 | 8,672 | 24,714 | 7,540 |
| Harrison | 15.6 | .0064 | 35.7 | 9.0 | 14.6 | 19.3 | 31.8 | 5.6 | 71,419 | 17,668 | 3,283 | 6,431 | 3,538 | 14,591 | 6,801 |
| Hart | 16.1 | .0065 | 34.5 | 9.2 | 14.7 | 19.9 | 29.3 | 5.9 | 39,624 | 14,267 | 1,144 | 1,424 | 1,922 | 8,004 | 2,538 |
| ☐ Henderson | 42.9 | .0175 | 32.4 | 10.1 | 17.4 | 19.7 | 25.8 | 16.2 | 319,030 | 75,745 | 28,543 | 35,184 | 14,546 | 80,351 | 10,936 |

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

| | 1980 | 1987 | Growth |
|---|---|---|---|
| Population | 322,200 | 336,000 | + 4% |
| EBI | $2.4 billion | $4.2 billion | + 42% |
| EBI/HH | $21,170 | $33,345 | + 36% |
| Retail Sales | $1.6 billion | $2.4 billion | + 31% |
| RS/HH | $14,320 | $19,081 | + 25% |

Sources: 1981, 1988 S&MM Survey of Buying Power

Herald-Leader wins Pulitzer Prize
Award-winning photography
LEXINGTON HERALD-LEADER
#1 Newsp

# METRO & COUNTY TOTALS

## KY. (cont.)

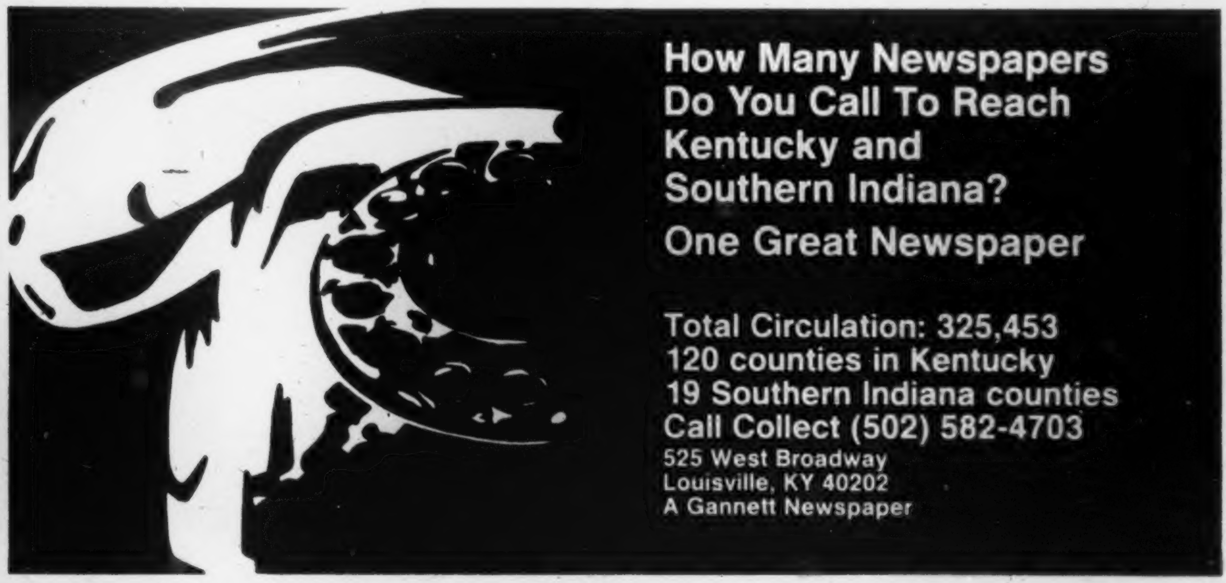
| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Henry | 13.2 | .0054 | 35.2 | 8.7 | 15.5 | 20.9 | 29.4 | 4.7 | 37,138 | 10,016 | 2,631 | 1,562 | 330 | 11,886 | 2,998 |
| Hickman | 5.5 | .0022 | 38.3 | 8.3 | 13.7 | 18.8 | 35.8 | 2.0 | 8,209 | 2,041 | 989 | 456 | 52 | 2,048 | 156 |
| Hopkins | 47.7 | .0194 | 33.2 | 9.5 | 17.0 | 19.2 | 27.7 | 17.8 | 298,392 | 73,929 | 19,422 | 36,128 | 16,642 | 68,675 | 13,617 |
| Jackson | 12.4 | .0051 | 31.6 | 9.6 | 15.8 | 18.1 | 26.5 | 4.3 | 16,813 | 4,226 | 1,604 | 1,340 | 340 | 4,346 | 1,466 |
| Johnson | 26.5 | .0108 | 31.9 | 9.6 | 17.3 | 19.7 | 24.9 | 8.9 | 120,762 | 21,147 | 8,273 | 13,607 | 9,064 | 23,665 | 8,791 |
| ☐ Kenton | 139.5 | .0568 | 31.6 | 10.8 | 17.7 | 18.4 | 25.5 | 51.0 | 772,066 | 182,408 | 90,442 | 98,244 | 41,659 | 116,088 | 43,121 |
| Covington | 46.5 | .0189 | 32.4 | 11.2 | 16.4 | 15.6 | 30.1 | 18.4 | 351,779 | 71,834 | 46,329 | 24,188 | 19,682 | 97,829 | 18,170 |
| Knott | 18.7 | .0076 | 28.8 | 10.8 | 17.3 | 17.8 | 21.6 | 6.0 | 61,398 | 14,274 | 3,029 | 9,841 | 3,941 | 5,381 | 443 |
| Knox | 31.5 | .0128 | 31.0 | 9.8 | 15.8 | 18.8 | 25.0 | 10.8 | 129,062 | 30,606 | 7,940 | 20,268 | 2,940 | 31,976 | 9,144 |
| Larue | 12.0 | .0049 | 35.4 | 8.9 | 15.1 | 20.1 | 30.4 | 4.4 | 36,506 | 13,609 | 1,526 | 3,730 | 1,365 | 6,448 | 1,381 |
| Laurel | 44.0 | .0179 | 31.2 | 9.9 | 17.0 | 19.4 | 24.1 | 15.1 | 234,617 | 48,029 | 13,082 | 12,932 | 14,477 | 78,423 | 9,255 |
| Lawrence | 15.4 | .0063 | 32.2 | 9.4 | 15.8 | 19.3 | 26.3 | 5.2 | 41,136 | 19,130 | 3,034 | 318 | 943 | 2,034 | 4,244 |
| Lee | 7.8 | .0032 | 34.1 | 8.6 | 14.9 | 19.2 | 29.5 | 2.9 | 23,257 | 7,420 | 921 | 1,547 | 247 | 5,789 | 423 |
| Leslie | 15.0 | .0061 | 27.8 | 11.4 | 17.3 | 19.3 | 18.3 | 4.9 | 26,243 | 8,680 | 1,096 | 4,271 | 1,885 | 1,816 | 753 |
| Letcher | 31.6 | .0128 | 30.2 | 9.9 | 16.9 | 18.5 | 23.4 | 10.8 | 86,575 | 25,042 | 3,719 | 9,823 | 5,158 | 7,454 | 6,041 |
| Lewis | 14.4 | .0059 | 30.5 | 10.0 | 15.6 | 19.4 | 23.6 | 5.0 | 21,654 | 8,720 | 1,471 | 342 | 518 | 3,182 | 183 |
| Lincoln | 19.3 | .0078 | 33.6 | 8.6 | 15.5 | 19.5 | 28.3 | 6.9 | 37,073 | 9,800 | 2,809 | 415 | 1,620 | 12,064 | 927 |
| Livingston | 9.2 | .0038 | 35.0 | 8.9 | 16.5 | 20.5 | 29.5 | 3.7 | 20,980 | 9,938 | 4,279 | 54 | 286 | 1,361 | 1,586 |
| Logan | 26.5 | .0108 | 35.0 | 9.3 | 14.6 | 20.2 | 29.8 | 9.7 | 92,644 | 32,043 | 5,296 | 8,778 | 3,360 | 19,945 | 6,035 |
| Lyon | 6.6 | .0027 | 37.4 | 10.4 | 18.1 | 21.1 | 32.7 | 2.4 | 19,915 | 9,356 | 868 | 180 | 949 | 5,175 | 315 |
| McCracken | 60.4 | .0246 | 34.9 | 9.2 | 16.8 | 19.4 | 30.5 | 24.2 | 490,033 | 96,344 | 42,970 | 61,217 | 30,633 | 96,608 | 22,882 |
| McCreary | 16.7 | .0068 | 29.4 | 9.9 | 15.9 | 17.8 | 23.3 | 5.6 | 43,739 | 18,772 | 2,891 | 2,984 | 2,343 | 5,922 | 2,412 |
| McLean | 10.1 | .0041 | 34.6 | 8.5 | 16.3 | 19.9 | 29.4 | 3.5 | 22,274 | 8,262 | 1,442 | 594 | 387 | 5,126 | 882 |
| Madison | 55.9 | .0227 | 27.5 | 22.9 | 16.0 | 17.6 | 20.4 | 18.7 | 326,053 | 64,764 | 34,883 | 30,316 | 6,973 | 65,622 | 12,809 |
| Magoffin | 14.6 | .0060 | 28.6 | 10.6 | 16.2 | 18.6 | 21.0 | 4.8 | 37,972 | 14,401 | 1,857 | 4,714 | 854 | 2,858 | 2,857 |
| Marion | 17.5 | .0071 | 30.3 | 10.1 | 15.8 | 17.6 | 25.1 | 5.8 | 67,000 | 19,503 | 5,004 | 6,930 | 5,770 | 6,011 | 4,369 |
| Marshall | 26.7 | .0109 | 36.6 | 8.8 | 15.0 | 21.8 | 30.7 | 10.3 | 118,331 | 23,179 | 8,617 | 11,235 | 4,980 | 26,441 | 4,164 |
| Martin | 14.8 | .0060 | 27.2 | 10.7 | 18.9 | 16.9 | 18.3 | 4.5 | 64,769 | 17,063 | 1,554 | 5,594 | 1,650 | 28,938 | 1,983 |
| Mason | 16.7 | .0068 | 34.4 | 9.3 | 15.5 | 18.3 | 30.8 | 6.2 | 118,354 | 22,140 | 9,436 | 14,570 | 5,411 | 21,157 | 6,631 |
| Meade | 23.7 | .0096 | 27.3 | 10.8 | 23.4 | 17.7 | 14.4 | 7.7 | 40,622 | 8,030 | 3,100 | 645 | 1,442 | 19,529 | 823 |
| Menifee | 5.2 | .0022 | 30.4 | 10.9 | 16.2 | 18.5 | 24.1 | 1.6 | 9,623 | 2,273 | 284 | 315 | 496 | 3,474 | 294 |
| Mercer | 19.9 | .0081 | 34.6 | 8.9 | 15.9 | 20.4 | 28.9 | 7.3 | 72,114 | 22,500 | 6,985 | 3,855 | 4,190 | 12,348 | 3,542 |
| Metcalfe | 10.0 | .0040 | 35.7 | 8.9 | 14.2 | 20.5 | 30.5 | 3.6 | 31,826 | 9,483 | 1,324 | 553 | 677 | 10,732 | 1,332 |
| Monroe | 12.4 | .0051 | 35.4 | 9.1 | 14.4 | 20.1 | 30.4 | 4.7 | 40,059 | 14,140 | 2,189 | 1,624 | 2,347 | 6,980 | 4,325 |
| Montgomery | 21.2 | .0086 | 31.4 | 9.6 | 17.8 | 19.4 | 24.2 | 7.7 | 125,210 | 24,328 | 9,845 | 10,157 | 4,850 | 29,178 | 6,008 |
| Morgan | 12.0 | .0049 | 31.3 | 10.6 | 15.7 | 18.7 | 25.5 | 4.2 | 43,038 | 7,650 | 986 | 2,236 | 3,002 | 15,805 | 939 |
| Muhlenberg | 32.8 | .0133 | 33.2 | 9.8 | 16.1 | 18.8 | 28.4 | 11.6 | 151,889 | 44,400 | 6,877 | 21,153 | 6,066 | 28,338 | 9,736 |
| Nelson | 29.8 | .0121 | 30.1 | 10.6 | 17.0 | 18.6 | 23.0 | 10.0 | 138,196 | 38,040 | 11,236 | 16,318 | 6,056 | 26,424 | 5,146 |
| Nicholas | 7.3 | .0030 | 34.5 | 8.9 | 15.9 | 19.2 | 30.0 | 2.7 | 16,344 | 3,775 | 960 | 2,025 | 726 | 2,111 | 1,518 |
| Ohio | 22.7 | .0092 | 33.4 | 8.9 | 16.1 | 19.0 | 28.5 | 8.3 | 100,654 | 29,869 | 5,279 | 9,591 | 2,225 | 31,307 | 6,919 |
| Owen | 9.3 | .0038 | 35.3 | 7.9 | 15.1 | 18.9 | 31.6 | 3.4 | 25,699 | 5,682 | 1,650 | 1,520 | 876 | 7,609 | 1,527 |
| Owsley | 5.8 | .0023 | 33.2 | 8.8 | 14.9 | 19.4 | 28.0 | 1.8 | 10,032 | 3,922 | 640 | 70 | 576 | 1,273 | 1,073 |
| Pendleton | 10.9 | .0045 | 32.6 | 9.5 | 15.2 | 19.4 | 27.0 | 3.9 | 21,740 | 8,616 | 1,407 | 520 | 318 | 3,482 | 699 |
| Perry | 35.7 | .0145 | 29.4 | 10.5 | 17.5 | 18.3 | 22.0 | 11.9 | 164,465 | 37,217 | 12,358 | 12,286 | 6,409 | 39,118 | 6,718 |
| Pike | 85.7 | .0349 | 29.6 | 10.5 | 18.3 | 19.1 | 21.1 | 29.3 | 378,881 | 100,701 | 22,443 | 50,053 | 9,966 | 94,865 | 13,449 |
| Powell | 12.3 | .0050 | 30.1 | 9.8 | 17.1 | 20.0 | 21.6 | 3.9 | 26,438 | 8,091 | 2,850 | 3,217 | 516 | 1,869 | 1,587 |
| Pulaski | 49.8 | .0203 | 33.7 | 9.6 | 16.2 | 20.2 | 27.6 | 18.6 | 353,209 | 78,263 | 27,524 | 53,552 | 16,992 | 74,879 | 12,455 |
| Robertson | 2.1 | .0008 | 37.3 | 8.0 | 14.4 | 20.0 | 33.3 | .8 | 2,758 | 732 | 136 | 216 | 77 | 124 | |
| Rockcastle | 14.9 | .0061 | 33.0 | 9.2 | 15.1 | 20.0 | 27.0 | 5.3 | 35,014 | 12,387 | 2,623 | 2,522 | 720 | 3,186 | 2,039 |
| Rowan | 19.3 | .0078 | 27.6 | 22.2 | 15.2 | 17.6 | 21.1 | 6.4 | 92,471 | 19,627 | 6,094 | 15,353 | 1,551 | 16,730 | 5,963 |
| Russell | 14.4 | .0059 | 35.7 | 9.0 | 14.7 | 19.6 | 31.4 | 5.5 | 47,718 | 13,642 | 2,526 | 4,143 | 2,457 | 11,323 | 3,007 |
| Simpson | 14.9 | .0061 | 33.3 | 9.3 | 15.9 | 19.0 | 28.3 | 5.4 | 93,165 | 23,461 | 9,472 | 8,769 | 2,717 | 17,972 | 5,095 |
| Spencer | 6.4 | .0026 | 32.9 | 9.0 | 16.5 | 21.1 | 25.5 | 2.2 | 14,024 | 6,957 | 432 | 139 | 250 | 881 | 331 |
| Taylor | 22.3 | .0091 | 33.7 | 10.8 | 16.2 | 21.0 | 26.9 | 8.5 | 125,229 | 27,487 | 11,083 | 16,571 | 4,640 | 27,292 | 5,833 |
| Todd | 11.3 | .0046 | 34.9 | 9.3 | 14.4 | 18.3 | 31.5 | 4.2 | 19,265 | 9,359 | 837 | 739 | 407 | 1,998 | 1,476 |
| Trigg | 9.4 | .0038 | 37.3 | 7.5 | 14.3 | 19.8 | 33.5 | 3.6 | 29,294 | 8,337 | 1,984 | 686 | 2,526 | 6,805 | 1,357 |
| Trimble | 6.4 | .0026 | 33.1 | 8.6 | 17.2 | 20.5 | 26.2 | 2.2 | 5,992 | 1,003 | 952 | | 105 | 184 | 1,597 |
| Union | 17.7 | .0072 | 27.8 | 16.2 | 15.1 | 15.6 | 23.5 | 5.7 | 70,997 | 26,253 | 3,510 | 13,111 | 2,534 | 6,827 | 2,927 |
| Warren | 84.6 | .0344 | 29.7 | 17.5 | 17.9 | 18.3 | 22.2 | 30.6 | 641,154 | 108,541 | 61,290 | 101,577 | 33,786 | 123,408 | 25,612 |
| Bowling Green | 44.9 | .0183 | 28.5 | 23.7 | 16.0 | 15.8 | 23.7 | 16.7 | 576,117 | 98,947 | 57,091 | 86,414 | 30,935 | 115,545 | 23,697 |
| Washington | 10.0 | .0041 | 33.0 | 9.9 | 14.6 | 18.6 | 28.5 | 3.3 | 16,822 | 3,422 | 855 | 281 | 988 | 2,351 | 1,937 |
| Wayne | 18.0 | .0073 | 32.8 | 9.6 | 15.5 | 19.2 | 27.3 | 6.5 | 56,697 | 16,930 | 2,339 | 5,767 | 2,618 | 8,102 | 5,015 |
| Webster | 14.7 | .0060 | 34.8 | 9.3 | 14.9 | 18.0 | 31.7 | 5.5 | 63,418 | 17,912 | 2,401 | 443 | 942 | 25,168 | 3,385 |
| Whitley | 36.9 | .0150 | 31.4 | 12.2 | 15.7 | 18.2 | 26.1 | 13.1 | 261,022 | 46,418 | 17,832 | 20,945 | 11,181 | 64,517 | 8,760 |
| Wolfe | 7.0 | .0029 | 31.7 | 10.2 | 15.1 | 19.1 | 25.9 | 2.4 | 16,692 | 4,566 | 886 | 315 | 541 | 3,169 | 900 |
| **TOTAL METRO COUNTIES** | **1,708.0** | **.6956** | **31.7** | **11.5** | **18.2** | **19.6** | **24.3** | **629.9** | **11,422,078** | **2,177,801** | **1,220,374** | **1,623,354** | **620,742** | **2,378,859** | **542,535** |
| **TOTAL STATE** | **3,771.5** | **1.5355** | **31.8** | **11.4** | **17.2** | **19.3** | **25.1** | **1,361.3** | **20,622,102** | **4,331,313** | **1,877,207** | **2,580,472** | **1,013,134** | **4,525,865** | **977,668** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

## KY. EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **CLARKSVILLE - HOPKINSVILLE** | **1,580,222** | **20,154** | **29.4** | **27.4** | **13.6** | **9.3** | **.0534** |
| Christian | 643,345 | 18,593 | 31.3 | 24.0 | 12.7 | 9.7 | .0220 |
| • Hopkinsville | 313,600 | 20,072 | 26.5 | 23.4 | 14.9 | 11.8 | .0125 |
| *Montgomery, Tenn.* | *936,877* | *21,168* | *28.2* | *29.6* | *14.2* | *9.0* | *.0314* |
| • *Clarksville* | *799,046* | *20,821* | *29.6* | *30.0* | *13.5* | *8.8* | *.0281* |
| SUBURBAN TOTAL | 467,574 | 18,746 | 30.8 | 25.7 | 12.9 | 8.4 | .0128 |
| **HUNTINGTON - ASHLAND** | **3,324,725** | **19,923** | **24.3** | **26.8** | **14.6** | **8.5** | **.1171** |
| Boyd | 583,909 | 21,529 | 22.3 | 26.4 | 16.8 | 9.6 | .0212 |
| • Ashland | 301,515 | 19,335 | 23.4 | 24.2 | 14.2 | 10.3 | .0131 |
| Carter | 188,944 | 14,922 | 27.2 | 24.5 | 9.1 | 4.7 | .0070 |
| Greenup | 372,868 | 22,484 | 22.3 | 31.7 | 16.0 | 7.9 | .0107 |
| *Lawrence, Ohio* | *669,255* | *22,703* | *22.0* | *27.7* | *17.0* | *10.5* | *.0193* |
| *Cabell, W. Va.* | *1,061,288* | *18,134* | *26.9* | *25.5* | *12.5* | *7.8* | *.0453* |
| • *Huntington* | *613,964* | *16,048* | *27.8* | *23.3* | *10.2* | *7.2* | *.0275* |
| *Wayne, W. Va.* | *448,461* | *20,279* | *24.1* | *26.6* | *15.5* | *8.6* | *.0136* |
| SUBURBAN TOTAL | 2,409,246 | 21,302 | 23.5 | 28.2 | 15.9 | 8.6 | .0762 |
| **LEXINGTON-FAYETTE** | **4,244,763** | **23,839** | **23.2** | **26.5** | **16.1** | **15.3** | **.1409** |
| Bourbon | 177,615 | 17,209 | 27.0 | 25.7 | 10.3 | 7.8 | .0060 |
| Clark | 353,891 | 24,563 | 20.0 | 25.8 | 17.9 | 14.9 | .0109 |
| Fayette | 2,891,853 | 24,299 | 23.3 | 26.2 | 16.0 | 16.6 | .0992 |
| • Lexington-Fayette | 2,891,853 | 24,299 | 23.3 | 26.2 | 16.0 | 16.6 | .0992 |
| Jessamine | 350,434 | 24,610 | 22.3 | 28.1 | 18.3 | 13.9 | .0107 |
| Scott | 230,035 | 21,418 | 25.1 | 30.1 | 14.8 | 8.3 | .0069 |
| Woodford | 240,935 | 27,623 | 20.9 | 25.5 | 19.6 | 18.6 | .0072 |
| SUBURBAN TOTAL | 1,352,910 | 23,001 | 22.8 | 27.2 | 16.4 | 12.8 | .0417 |
| **LOUISVILLE** | **11,832,991** | **25,144** | **21.5** | **28.1** | **17.8** | **14.4** | **.3877** |
| Bullitt | 469,484 | 26,362 | 20.2 | 34.8 | 20.8 | 9.4 | .0135 |
| Jefferson | 8,726,265 | 25,073 | 21.4 | 26.9 | 17.4 | 15.5 | .2898 |
| • Louisville | 3,220,002 | 18,631 | 25.5 | 24.0 | 12.5 | 10.5 | .1135 |
| Oldham | 400,636 | 32,157 | 18.2 | 26.2 | 22.8 | 21.5 | .0108 |
| Shelby | 263,754 | 23,241 | 21.6 | 27.6 | 17.3 | 11.4 | .0081 |
| *Clark, Ind.* | *960,125* | *24,414* | *23.2* | *32.1* | *17.8* | *10.0* | *.0352* |
| *Floyd, Ind.* | *708,628* | *24,807* | *21.9* | *30.0* | *18.7* | *11.9* | *.0213* |
| • *New Albany* | *405,720* | *21,956* | *24.6* | *29.7* | *15.3* | *9.5* | *.0139* |
| *Harrison, Ind.* | *304,099* | *23,873* | *23.6* | *32.8* | *16.7* | *10.0* | *.0090* |
| SUBURBAN TOTAL | 8,207,269 | 28,672 | 19.3 | 30.2 | 20.7 | 16.7 | .2603 |
| **OWENSBORO** | **951,032** | **22,014** | **23.8** | **27.2** | **16.7** | **10.2** | **.0347** |
| Daviess | 951,032 | 22,014 | 23.8 | 27.2 | 16.7 | 10.2 | .0347 |
| • Owensboro | 617,870 | 20,289 | 25.5 | 25.8 | 15.4 | 9.4 | .0254 |
| SUBURBAN TOTAL | 333,162 | 25,645 | 20.4 | 29.9 | 19.5 | 12.1 | .0093 |
| **OTHER COUNTIES** | | | | | | | |
| Adair | 114,619 | 13,672 | 30.4 | 21.9 | 6.7 | 4.3 | .0038 |
| Allen | 139,478 | 17,062 | 26.9 | 22.5 | 13.9 | 6.6 | .0046 |
| Anderson | 160,533 | 25,810 | 22.2 | 30.4 | 19.5 | 13.5 | .0046 |
| Ballard | 80,821 | 18,937 | 23.6 | 23.9 | 15.0 | 9.1 | .0024 |
| Barren | 334,762 | 19,194 | 24.4 | 27.8 | 13.1 | 7.5 | .0116 |
| Bath | 84,038 | 16,373 | 29.0 | 22.7 | 10.6 | 7.8 | .0024 |
| Bell | 259,515 | 14,216 | 28.5 | 21.2 | 8.8 | 5.3 | .0101 |
| ☐ Boone | 609,448 | 28,669 | 18.9 | 31.7 | 23.7 | 12.9 | .0248 |
| Boyle | 298,509 | 21,796 | 24.2 | 25.6 | 16.2 | 12.1 | .0106 |
| Bracken | 69,276 | 19,646 | 24.9 | 28.9 | 12.1 | 8.2 | .0019 |
| Breathitt | 96,688 | 10,615 | 23.7 | 16.9 | 7.3 | 4.0 | .0041 |
| Breckinridge | 142,104 | 15,742 | 31.0 | 21.3 | 11.1 | 5.8 | .0047 |
| Butler | 84,292 | 15,282 | 27.3 | 25.3 | 8.6 | 4.5 | .0027 |
| Caldwell | 123,393 | 18,000 | 26.5 | 25.5 | 13.0 | 7.4 | .0044 |
| Calloway | 312,274 | 18,055 | 28.2 | 26.3 | 11.3 | 7.4 | .0130 |
| ☐ Campbell | 995,012 | 26,864 | 20.8 | 26.9 | 20.4 | 15.6 | .0300 |
| Carlisle | 55,617 | 19,925 | 25.8 | 24.7 | 12.8 | 12.4 | .0015 |
| Carroll | 96,170 | 20,054 | 24.7 | 25.5 | 13.5 | 11.1 | .0032 |
| Casey | 98,890 | 12,221 | 33.0 | 17.4 | 5.1 | 3.3 | .0035 |
| Clay | 178,927 | 14,587 | 27.8 | 19.2 | 9.5 | 8.1 | .0061 |
| Clinton | 61,371 | 11,841 | 33.2 | 14.9 | 5.1 | 4.1 | .0025 |
| Crittenden | 86,576 | 20,224 | 22.2 | 24.2 | 16.3 | 9.9 | .0026 |
| Cumberland | 57,990 | 13,556 | 29.4 | 19.2 | 8.5 | 4.9 | .0017 |
| Edmonson | 76,876 | 15,641 | 30.2 | 25.3 | 8.5 | 4.5 | .0024 |
| Elliott | 36,627 | 10,421 | 29.5 | 16.6 | 5.0 | .5 | .0012 |
| Estill | 119,776 | 16,271 | 24.8 | 23.6 | 13.2 | 4.9 | .0041 |
| Fleming | 106,421 | 16,226 | 28.8 | 23.3 | 9.5 | 5.9 | .0039 |
| Floyd | 410,913 | 16,421 | 28.0 | 25.6 | 10.9 | 4.9 | .0147 |
| Franklin | 572,154 | 24,562 | 24.7 | 27.5 | 17.6 | 14.7 | .0169 |
| Fulton | 70,127 | 15,403 | 20.5 | 24.7 | 11.7 | 5.2 | .0027 |
| Gallatin | 38,229 | 14,755 | 25.1 | 26.5 | 8.2 | 3.8 | .0015 |
| Garrard | 93,681 | 16,861 | 27.8 | 26.3 | 12.0 | 3.9 | .0028 |
| Grant | 130,150 | 21,352 | 23.8 | 30.5 | 16.5 | 6.0 | .0044 |
| Graves | 369,340 | 20,979 | 23.3 | 27.5 | 14.5 | 10.1 | .0117 |
| Grayson | 177,097 | 15,303 | 28.1 | 23.0 | 9.0 | 5.5 | .0063 |
| Green | 83,662 | 15,527 | 28.2 | 25.3 | 7.9 | 4.6 | .0027 |
| Hancock | 93,396 | 25,711 | 19.6 | 22.5 | 24.4 | 13.9 | .0025 |
| Hardin | 976,258 | 21,255 | 28.8 | 29.2 | 13.9 | 9.9 | .0319 |
| Harlan | 323,260 | 15,226 | 26.6 | 23.8 | 11.0 | 5.1 | .0112 |
| Harrison | 138,436 | 18,052 | 26.0 | 26.2 | 11.6 | 7.6 | .0049 |
| Hart | 134,135 | 14,579 | 27.9 | 21.9 | 8.2 | 5.8 | .0042 |
| ☐ Henderson | 513,684 | 24,188 | 22.5 | 29.0 | 18.5 | 11.4 | .0177 |
| Henry | 130,378 | 20,808 | 24.0 | 27.4 | 14.3 | 10.1 | .0038 |
| Hickman | 46,798 | 16,468 | 24.7 | 25.2 | 11.0 | 6.1 | .0013 |


How Many Newspapers
Do You Call To Reach
Kentucky and
Southern Indiana?
One Great Newspaper

Total Circulation: 325,453
120 counties in Kentucky
19 Southern Indiana counties
Call Collect (502) 582-4703
525 West Broadway
Louisville, KY 40202
A Gannett Newspaper

**KY. (cont.)**

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | <br>B | <br>C | <br>D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Hopkins | 522,554 | 21,710 | 24.0 | 25.0 | 16.7 | 11.3 | .0178 |
| Jackson | 74,179 | 11,278 | 30.2 | 16.2 | 4.9 | 3.4 | .0026 |
| Johnson | 218,841 | 16,533 | 24.1 | 22.5 | 12.6 | 7.8 | .0078 |
| ☐ Kenton | 1,688,129 | 25,944 | 21.3 | 27.9 | 19.1 | 14.4 | .0528 |
| Covington | 473,230 | 18,420 | 26.5 | 25.2 | 13.0 | 8.2 | .0180 |
| Knott | 164,003 | 18,017 | 24.8 | 22.9 | 12.7 | 10.7 | .0052 |
| Knox | 209,429 | 12,784 | 27.3 | 19.1 | 8.6 | 4.3 | .0084 |
| Larue | 99,094 | 16,538 | 29.2 | 25.9 | 10.2 | 4.8 | .0031 |
| Laurel | 367,099 | 17,838 | 28.8 | 26.8 | 11.3 | 6.3 | .0140 |
| Lawrence | 133,350 | 15,507 | 26.7 | 19.0 | 10.7 | 11.5 | .0041 |
| Lee | 54,776 | 12,556 | 32.6 | 19.1 | 5.6 | 4.2 | .0019 |
| Leslie | 117,989 | 15,589 | 26.3 | 20.5 | 13.3 | 6.9 | .0035 |
| Letcher | 268,466 | 17,181 | 27.7 | 23.5 | 12.9 | 7.6 | .0085 |
| Lewis | 98,331 | 14,076 | 30.3 | 22.0 | 8.0 | 3.2 | .0032 |
| Lincoln | 128,886 | 13,538 | 31.2 | 21.5 | 7.1 | 2.7 | .0043 |
| Livingston | 97,338 | 19,937 | 27.6 | 27.6 | 14.8 | 7.5 | .0027 |
| Logan | 244,320 | 18,572 | 26.8 | 27.1 | 12.5 | 6.8 | .0078 |
| Lyon | 68,303 | 20,365 | 23.0 | 26.2 | 14.5 | 10.1 | .0020 |
| McCracken | 721,123 | 22,200 | 22.4 | 26.1 | 16.7 | 11.4 | .0256 |
| McCreary | 94,202 | 11,151 | 30.4 | 17.2 | 4.8 | 2.7 | .0037 |
| McLean | 95,005 | 20,542 | 21.4 | 25.5 | 15.7 | 9.7 | .0028 |
| Madison | 550,874 | 20,128 | 25.6 | 25.5 | 14.1 | 10.6 | .0194 |
| Magoffin | 96,247 | 12,732 | 26.1 | 18.9 | 10.1 | 4.3 | .0034 |
| Marion | 148,090 | 18,102 | 29.3 | 27.2 | 12.0 | 6.1 | .0051 |
| Marshall | 285,693 | 21,597 | 24.4 | 28.7 | 16.2 | 8.5 | .0089 |
| Martin | 130,406 | 19,843 | 20.5 | 19.2 | 16.0 | 14.5 | .0045 |
| Mason | 169,165 | 20,261 | 24.3 | 26.9 | 14.6 | 9.2 | .0063 |
| Meade | 200,887 | 20,637 | 30.9 | 33.2 | 11.6 | 6.7 | .0059 |
| Menifee | 28,818 | 13,208 | 27.8 | 24.4 | 6.8 | 1.3 | .0011 |
| Mercer | 198,206 | 20,979 | 23.7 | 27.4 | 16.0 | 8.5 | .0061 |
| Metcalfe | 65,739 | 11,185 | 29.8 | 15.8 | 5.5 | 3.0 | .0025 |
| Monroe | 89,240 | 12,743 | 29.1 | 19.5 | 6.6 | 3.5 | .0031 |
| Montgomery | 183,140 | 17,093 | 29.1 | 26.2 | 8.7 | 6.9 | .0070 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | <br>B | <br>C | <br>D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Morgan | 77,446 | 11,375 | 29.1 | 16.0 | 6.0 | 4.4 | .0030 |
| Muhlenberg | 352,412 | 22,177 | 25.0 | 24.2 | 16.4 | 13.3 | .0112 |
| Nelson | 284,291 | 21,225 | 25.2 | 29.1 | 15.1 | 8.5 | .0096 |
| Nicholas | 64,212 | 16,962 | 29.3 | 24.0 | 11.2 | 6.6 | .0019 |
| Ohio | 215,899 | 19,741 | 23.8 | 25.5 | 16.4 | 7.6 | .0070 |
| Owen | 81,085 | 16,782 | 26.9 | 22.6 | 11.8 | 7.7 | .0025 |
| Owsley | 26,997 | 10,561 | 32.8 | 13.6 | 3.1 | 3.1 | .0011 |
| Pendleton | 91,981 | 18,560 | 26.0 | 29.4 | 12.6 | 4.5 | .0028 |
| Perry | 350,825 | 20,624 | 23.9 | 22.7 | 15.5 | 13.0 | .0116 |
| Pike | 690,569 | 17,181 | 27.4 | 27.1 | 10.7 | 5.5 | .0251 |
| Powell | 87,270 | 16,344 | 30.3 | 24.6 | 10.2 | 5.2 | .0028 |
| Pulaski | 424,883 | 15,021 | 28.9 | 22.2 | 10.0 | 5.9 | .0177 |
| Robertson | 16,127 | 15,933 | 30.0 | 26.0 | 8.1 | 2.9 | .0003 |
| Rockcastle | 98,133 | 12,969 | 31.4 | 18.2 | 6.1 | 3.9 | .0034 |
| Rowan | 154,658 | 15,318 | 26.9 | 23.7 | 8.7 | 7.1 | .0059 |
| Russell | 123,531 | 14,639 | 29.5 | 20.9 | 7.4 | 7.3 | .0040 |
| Simpson | 165,294 | 22,437 | 22.8 | 25.3 | 18.1 | 11.8 | .0056 |
| Spencer | 62,274 | 22,875 | 21.0 | 28.9 | 15.5 | 11.5 | .0017 |
| Taylor | 248,756 | 22,200 | 23.1 | 27.2 | 16.8 | 10.3 | .0081 |
| Todd | 106,461 | 17,243 | 28.1 | 23.0 | 11.4 | 8.8 | .0031 |
| Trigg | 85,655 | 17,208 | 29.2 | 24.4 | 11.5 | 6.1 | .0025 |
| Trimble | 64,595 | 21,981 | 23.9 | 27.6 | 15.9 | 11.1 | .0016 |
| Union | 162,749 | 21,706 | 22.5 | 27.7 | 15.5 | 9.9 | .0055 |
| Warren | 873,189 | 20,242 | 25.8 | 27.3 | 13.8 | 9.4 | .0330 |
| Bowling Green | 461,588 | 17,800 | 28.1 | 24.0 | 11.3 | 9.0 | .0221 |
| Washington | 84,790 | 17,961 | 25.4 | 25.6 | 11.2 | 8.5 | .0024 |
| Wayne | 116,060 | 12,667 | 30.7 | 20.2 | 4.7 | 3.2 | .0043 |
| Webster | 133,959 | 17,295 | 25.0 | 24.7 | 12.7 | 7.2 | .0045 |
| Whitley | 296,921 | 14,599 | 28.7 | 22.0 | 9.7 | 5.7 | .0128 |
| Wolfe | 46,528 | 12,780 | 30.1 | 16.8 | 7.6 | 5.0 | .0016 |
| **TOTAL METRO COUNTIES** | **20,651,273** | **24,410** | **22.2** | **27.3** | **17.4** | **14.1** | **.6840** |
| **TOTAL STATE** | **39,226,173** | **20,575** | **24.5** | **25.9** | **14.6** | **10.7** | **1.3200** |

# Louisiana

S&MM ESTIMATES

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | <br>% Of U.S. | <br>Median Age of Pop. | % of Population by Age Group<br>18-24 Years | <br>25-34 Years | <br>35-49 Years | <br>50 & Over | <br>Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | <br>Food ($000) | <br>Eating & Drinking Places ($000) | <br>General Mdse. ($000) | <br>Furniture Furnish. Appliance ($000) | <br>Automotive ($000) | <br>Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALEXANDRIA** | **139.2** | **.0567** | **31.1** | **11.1** | **16.3** | **19.4** | **24.3** | **48.8** | **779,731** | **183,390** | **53,724** | **111,475** | **36,619** | **142,408** | **29,448** |
| Rapides | 139.2 | .0567 | 31.1 | 11.1 | 16.3 | 19.4 | 24.3 | 48.8 | 779,731 | 183,390 | 53,724 | 111,475 | 36,619 | 142,408 | 29,448 |
| • Alexandria | 52.2 | .0213 | 31.7 | 11.1 | 14.9 | 17.7 | 27.3 | 19.6 | 598,055 | 113,332 | 40,669 | 93,735 | 25,333 | 127,471 | 20,195 |
| SUBURBAN TOTAL | 87.0 | .0354 | 30.9 | 11.2 | 17.0 | 20.5 | 22.5 | 29.2 | 181,676 | 70,058 | 13,055 | 17,740 | 11,286 | 14,937 | 9,253 |
| **BATON ROUGE** | **553.7** | **.2255** | **28.5** | **14.0** | **19.6** | **18.8** | **18.5** | **191.2** | **3,288,374** | **838,065** | **276,339** | **436,220** | **201,797** | **578,515** | **107,918** |
| Ascension | 59.6 | .0242 | 28.2 | 11.1 | 18.2 | 19.1 | 18.5 | 19.3 | 261,185 | 77,023 | 14,189 | 10,567 | 12,078 | 76,019 | 8,892 |
| East Baton Rouge | 398.6 | .1623 | 28.5 | 15.1 | 20.0 | 18.6 | 18.5 | 141.0 | 2,779,385 | 667,711 | 251,276 | 402,514 | 184,312 | 467,417 | 89,051 |
| • Baton Rouge | 245.2 | .0998 | 29.2 | 17.2 | 18.5 | 17.2 | 22.0 | 90.8 | 2,348,569 | 465,545 | 225,996 | 384,014 | 156,633 | 416,956 | 73,054 |
| Livingston | 74.3 | .0303 | 28.8 | 10.6 | 19.2 | 20.3 | 17.9 | 24.3 | 181,137 | 66,264 | 7,909 | 21,587 | 5,252 | 32,165 | 8,368 |
| West Baton Rouge | 21.2 | .0087 | 28.4 | 12.5 | 16.6 | 18.6 | 20.5 | 6.6 | 66,667 | 27,067 | 2,965 | 1,552 | 155 | 2,914 | 1,607 |
| SUBURBAN TOTAL | 308.5 | .1257 | 28.1 | 11.5 | 20.4 | 20.2 | 15.7 | 100.4 | 939,805 | 372,520 | 50,343 | 52,206 | 45,164 | 161,559 | 34,864 |
| **HOUMA - THIBODAUX** | **187.9** | **.0766** | **27.8** | **13.0** | **17.8** | **19.1** | **18.0** | **61.8** | **1,088,200** | **276,180** | **146,823** | **125,492** | **49,717** | **208,420** | **42,714** |
| Lafourche | 88.0 | .0359 | 28.1 | 13.6 | 17.1 | 19.1 | 19.2 | 28.8 | 387,041 | 114,543 | 17,930 | 34,956 | 20,268 | 89,096 | 25,060 |
| • Thibodaux | 17.0 | .0069 | 27.2 | 21.8 | 16.0 | 15.2 | 22.4 | 5.9 | 166,525 | 34,296 | 10,484 | 12,341 | 8,626 | 49,937 | 12,387 |
| Terrebonne | 99.9 | .0407 | 27.5 | 12.4 | 18.4 | 19.1 | 17.0 | 33.0 | 701,159 | 161,637 | 128,893 | 90,536 | 29,449 | 119,324 | 17,654 |
| • Houma | 33.3 | .0136 | 29.2 | 12.6 | 17.5 | 17.9 | 22.0 | 11.9 | 495,779 | 129,278 | 58,927 | 60,051 | 23,098 | 101,156 | 15,208 |
| SUBURBAN TOTAL | 137.6 | .0561 | 27.5 | 11.9 | 18.1 | 19.9 | 16.5 | 44.0 | 426,396 | 112,606 | 77,412 | 53,100 | 17,993 | 57,327 | 15,119 |
| **LAFAYETTE** | **218.9** | **.0891** | **28.3** | **14.4** | **19.0** | **18.9** | **18.3** | **76.5** | **1,614,278** | **316,449** | **167,809** | **238,790** | **78,706** | **296,183** | **44,740** |
| Lafayette | 172.2 | .0701 | 28.3 | 15.0 | 19.8 | 19.0 | 17.7 | 61.7 | 1,504,758 | 277,829 | 160,398 | 224,352 | 76,177 | 277,679 | 40,350 |
| • Lafayette | 96.7 | .0394 | 28.9 | 17.0 | 19.2 | 17.6 | 20.6 | 35.8 | 1,458,390 | 264,472 | 155,903 | 224,227 | 74,833 | 273,314 | 38,800 |
| St. Martin | 46.7 | .0190 | 28.1 | 11.8 | 16.0 | 18.5 | 20.4 | 14.8 | 109,520 | 38,620 | 7,411 | 14,438 | 2,529 | 18,504 | 4,390 |
| SUBURBAN TOTAL | 122.2 | .0497 | 27.8 | 12.3 | 19.0 | 19.9 | 16.3 | 40.7 | 155,888 | 51,977 | 11,906 | 14,563 | 3,873 | 22,869 | 5,940 |
| **LAKE CHARLES** | **173.9** | **.0708** | **30.3** | **11.9** | **17.4** | **19.6** | **22.2** | **61.2** | **1,053,851** | **289,075** | **75,511** | **114,005** | **53,314** | **173,156** | **49,026** |
| Calcasieu | 173.9 | .0708 | 30.3 | 11.9 | 17.4 | 19.6 | 22.2 | 61.2 | 1,053,851 | 289,075 | 75,511 | 114,005 | 53,314 | 173,156 | 49,026 |
| • Lake Charles | 74.7 | .0304 | 30.8 | 13.2 | 17.2 | 17.9 | 24.9 | 27.5 | 723,443 | 158,659 | 59,582 | 92,132 | 40,757 | 132,721 | 35,931 |
| SUBURBAN TOTAL | 99.2 | .0404 | 29.9 | 11.0 | 17.4 | 20.9 | 20.2 | 33.7 | 330,408 | 130,416 | 15,929 | 21,873 | 12,557 | 40,435 | 13,095 |
| **MONROE** | **144.8** | **.0590** | **29.8** | **12.8** | **16.3** | **18.4** | **23.1** | **51.2** | **821,622** | **192,385** | **72,128** | **103,801** | **48,540** | **156,398** | **33,082** |
| Ouachita | 144.8 | .0590 | 29.8 | 12.8 | 16.3 | 18.4 | 23.1 | 51.2 | 821,622 | 192,385 | 72,128 | 103,801 | 48,540 | 156,398 | 33,082 |
| • Monroe | 56.5 | .0230 | 28.9 | 15.2 | 15.1 | 14.7 | 26.1 | 20.0 | 556,520 | 100,350 | 46,989 | 80,710 | 34,627 | 134,214 | 19,120 |

## LA. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| SUBURBAN TOTAL | 88.3 | .0360 | 30.3 | 11.3 | 17.2 | 20.8 | 21.1 | 31.2 | 265,102 | 92,035 | 25,139 | 23,091 | 13,913 | 22,184 | 13,962 |
| **NEW ORLEANS** | **1,337.4** | **.5443** | **30.6** | **11.4** | **19.0** | **19.2** | **22.4** | **492.0** | **8,852,525** | **2,227,024** | **979,594** | **985,546** | **514,174** | **1,450,603** | **406,078** |
| Jefferson | 475.1 | .1934 | 30.2 | 11.3 | 20.1 | 20.6 | 19.8 | 174.5 | 4,073,882 | 947,487 | 347,221 | 550,503 | 274,531 | 813,604 | 165,648 |
| Kenner | 74.5 | .0303 | 27.8 | 10.9 | 24.0 | 20.5 | 12.3 | 25.0 | 376,808 | 99,600 | 43,847 | 21,839 | 9,425 | 84,999 | 15,752 |
| Orleans | 557.7 | .2270 | 31.3 | 12.1 | 18.5 | 17.1 | 26.0 | 214.5 | 3,583,720 | 858,104 | 537,598 | 286,497 | 192,195 | 494,861 | 174,086 |
| • New Orleans | 557.7 | .2270 | 31.3 | 12.1 | 18.5 | 17.1 | 26.0 | 214.5 | 3,583,720 | 858,104 | 537,598 | 286,497 | 192,195 | 494,861 | 174,086 |
| St. Bernard | 69.9 | .0284 | 30.9 | 11.2 | 17.8 | 20.2 | 22.5 | 24.0 | 294,713 | 126,950 | 20,540 | 37,553 | 14,066 | 12,206 | 21,066 |
| St. Charles | 44.2 | .0180 | 28.5 | 11.7 | 17.9 | 20.3 | 18.0 | 14.7 | 85,392 | 34,230 | 4,826 | 9,599 | 2,567 | 10,319 | 3,954 |
| St. John the Baptist | 41.3 | .0168 | 27.6 | 11.7 | 18.7 | 19.1 | 17.1 | 12.8 | 164,496 | 69,104 | 10,909 | 35,429 | 4,571 | 6,457 | 13,306 |
| St. Tammany | 149.2 | .0607 | 30.7 | 9.0 | 18.5 | 22.1 | 19.9 | 51.5 | 650,322 | 191,149 | 58,500 | 65,965 | 26,244 | 113,156 | 28,018 |
| • Slidell | 36.9 | .0150 | 30.4 | 7.9 | 19.5 | 24.2 | 16.9 | 12.2 | 347,978 | 87,547 | 36,996 | 38,574 | 16,456 | 68,052 | 14,956 |
| SUBURBAN TOTAL | 742.8 | .3023 | 30.1 | 11.0 | 19.5 | 20.6 | 19.9 | 265.3 | 4,920,827 | 1,281,373 | 405,000 | 660,475 | 305,523 | 887,690 | 217,036 |
| **SHREVEPORT** | **365.9** | **.1490** | **31.1** | **11.2** | **17.5** | **19.1** | **24.0** | **134.7** | **2,151,547** | **487,356** | **179,656** | **259,499** | **116,869** | **435,448** | **72,944** |
| Bossier | 92.0 | .0374 | 29.2 | 12.7 | 18.5 | 21.6 | 17.7 | 32.2 | 479,938 | 108,372 | 41,610 | 63,113 | 9,418 | 95,819 | 10,449 |
| • Bossier City | 58.8 | .0239 | 28.4 | 14.4 | 18.9 | 21.1 | 16.4 | 20.6 | 429,842 | 81,534 | 37,751 | 56,041 | 8,790 | 92,966 | 9,826 |
| Caddo | 273.9 | .1116 | 31.7 | 10.6 | 17.2 | 18.4 | 26.0 | 102.5 | 1,671,609 | 378,984 | 138,046 | 196,386 | 107,451 | 339,629 | 62,495 |
| • Shreveport | 221.3 | .0901 | 31.5 | 10.8 | 17.3 | 17.8 | 26.2 | 83.5 | 1,530,163 | 353,853 | 131,163 | 174,116 | 102,816 | 311,297 | 58,896 |
| SUBURBAN TOTAL | 85.8 | .0350 | 31.9 | 9.9 | 16.7 | 21.5 | 23.3 | 30.6 | 191,542 | 51,969 | 10,742 | 29,342 | 5,263 | 31,185 | 4,222 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Acadia | 60.0 | .0244 | 30.3 | 10.6 | 14.7 | 18.3 | 24.7 | 20.1 | 218,567 | 56,458 | 16,017 | 19,669 | 9,910 | 44,346 | 17,133 |
| Allen | 22.5 | .0092 | 33.8 | 8.8 | 13.9 | 18.6 | 29.8 | 7.5 | 81,439 | 22,288 | 2,764 | 17,244 | 1,568 | 16,748 | 4,261 |
| Assumption | 22.8 | .0093 | 27.9 | 11.7 | 16.0 | 17.9 | 20.8 | 6.9 | 56,168 | 19,784 | 1,715 | 7,911 | 1,970 | 12,637 | 2,289 |
| Avoyelles | 43.2 | .0176 | 32.8 | 9.3 | 13.8 | 17.9 | 29.0 | 14.7 | 119,712 | 36,272 | 5,054 | 17,671 | 4,241 | 28,718 | 10,457 |
| Beauregard | 33.0 | .0134 | 30.5 | 10.5 | 16.8 | 20.0 | 22.5 | 11.0 | 152,182 | 43,991 | 6,227 | 8,718 | 8,828 | 35,836 | 3,368 |
| Bienville | 17.1 | .0070 | 35.6 | 8.9 | 13.3 | 17.5 | 33.2 | 6.2 | 59,408 | 18,756 | 1,685 | 4,401 | 1,710 | 11,568 | 2,057 |
| Caldwell | 12.1 | .0049 | 34.2 | 8.8 | 14.0 | 18.8 | 30.1 | 4.6 | 25,482 | 7,066 | 1,176 | 2,283 | 358 | 4,790 | 738 |
| Cameron | 9.7 | .0039 | 29.9 | 12.6 | 15.2 | 19.2 | 23.0 | 3.4 | 25,890 | 15,866 | 1,626 | 860 | 119 | 730 | 734 |
| Catahoula | 12.9 | .0053 | 31.6 | 10.3 | 14.6 | 18.3 | 26.7 | 4.5 | 34,473 | 6,484 | 1,080 | 2,824 | 1,759 | 7,724 | 3,250 |
| Claiborne | 18.3 | .0074 | 36.8 | 8.6 | 12.6 | 16.2 | 35.8 | 6.4 | 55,709 | 17,966 | 2,017 | 9,283 | 1,571 | 9,888 | 2,161 |
| Concordia | 23.5 | .0096 | 31.0 | 10.1 | 14.7 | 19.1 | 25.0 | 8.2 | 95,151 | 33,638 | 6,424 | 11,586 | 3,935 | 18,493 | 2,736 |
| De Soto | 28.5 | .0116 | 33.6 | 9.4 | 14.3 | 17.6 | 30.4 | 10.1 | 101,188 | 30,157 | 2,948 | 18,185 | 2,516 | 20,912 | 4,504 |
| East Carroll | 11.2 | .0045 | 27.8 | 10.1 | 13.0 | 14.5 | 26.2 | 3.7 | 27,863 | 9,082 | 885 | 1,286 | 361 | 2,902 | 2,135 |
| East Feliciana | 21.5 | .0088 | 30.9 | 11.5 | 16.8 | 18.3 | 24.8 | 5.9 | 28,987 | 10,418 | 1,548 | 1,113 | 466 | 4,968 | 1,309 |
| Evangeline | 35.4 | .0144 | 31.3 | 10.0 | 13.9 | 18.2 | 26.6 | 12.2 | 116,348 | 38,249 | 2,821 | 11,471 | 5,642 | 17,606 | 7,503 |
| Franklin | 23.8 | .0097 | 33.0 | 8.9 | 13.4 | 17.3 | 30.0 | 8.4 | 143,391 | 66,057 | 3,634 | 20,687 | 1,762 | 24,576 | 3,395 |
| Grant | 18.3 | .0075 | 34.3 | 8.5 | 14.0 | 18.7 | 30.3 | 6.5 | 21,227 | 8,610 | 351 | 631 | 104 | 8,006 | 1,125 |
| Iberia | 69.0 | .0280 | 29.1 | 11.8 | 16.1 | 18.9 | 21.6 | 22.5 | 389,960 | 100,017 | 41,671 | 25,880 | 24,141 | 83,026 | 20,693 |
| Iberville | 34.1 | .0139 | 29.3 | 12.8 | 16.8 | 17.3 | 23.2 | 10.5 | 168,912 | 51,439 | 8,064 | 14,161 | 4,595 | 51,725 | 6,147 |
| Jackson | 18.3 | .0075 | 35.3 | 8.6 | 13.5 | 18.2 | 32.2 | 6.9 | 47,046 | 10,329 | 2,412 | 10,659 | 2,115 | 4,261 | 2,648 |
| Jefferson Davis | 33.2 | .0135 | 30.5 | 10.6 | 14.6 | 18.5 | 24.9 | 11.1 | 143,426 | 37,464 | 5,526 | 7,694 | 3,627 | 36,367 | 9,543 |
| La Salle | 17.2 | .0070 | 34.0 | 9.4 | 14.9 | 18.8 | 29.6 | 6.2 | 50,461 | 14,740 | 2,635 | 2,819 | 1,330 | 18,125 | 1,714 |
| Lincoln | 43.2 | .0175 | 25.4 | 27.8 | 13.4 | 15.1 | 22.1 | 14.0 | 171,843 | 40,224 | 15,029 | 17,065 | 5,360 | 41,303 | 5,181 |
| Madison | 15.5 | .0063 | 29.6 | 9.4 | 13.1 | 15.2 | 27.7 | 5.8 | 30,710 | 6,582 | 2,257 | 1,522 | 1,094 | 12,413 | 2,097 |
| Morehouse | 37.4 | .0152 | 31.9 | 9.4 | 14.1 | 17.2 | 28.5 | 13.0 | 144,669 | 35,166 | 6,429 | 21,592 | 2,847 | 43,621 | 5,041 |
| Natchitoches | 41.1 | .0168 | 30.3 | 13.9 | 14.7 | 16.6 | 26.5 | 14.3 | 165,915 | 49,916 | 8,089 | 19,219 | 7,336 | 30,322 | 7,976 |

**Some 80 miles upriver from New Orleans is Louisiana's 2nd Largest metro market — Baton Rouge — MSA 553,700.**

All figures S&MM Survey of Buying Power

We may be just 80 miles away, but you can't cover Baton Rouge with a New Orleans media buy. Baton Rouge's State-Times & Morning Advocate give you exclusive coverage. Check out our numbers. We're represented by Branham Newspaper Sales.

STATE TIMES

MORNING ADVOCATE

Box 588 • Baton Rouge, LA 70821 • (504) 388-0272

## LA. (cont.) POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture-Furnish.-Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Plaquemines | 26.5 | .0108 | 28.2 | 12.4 | 17.0 | 20.4 | 18.0 | 8.2 | 108,315 | 40,764 | 18,856 | 3,830 | 2,658 | 11,557 | 5,827 |
| Pointe Coupee | 24.7 | .0100 | 30.6 | 10.8 | 15.8 | 17.9 | 25.1 | 8.4 | 94,892 | 31,738 | 2,704 | 6,123 | 4,063 | 28,940 | 3,640 |
| Red River | 10.8 | .0044 | 32.9 | 9.3 | 13.9 | 16.9 | 30.0 | 3.8 | 31,242 | 11,717 | 1,565 | 2,591 | 712 | 4,707 | 1,732 |
| Richland | 22.7 | .0092 | 32.8 | 9.3 | 13.3 | 16.8 | 30.3 | 7.8 | 139,299 | 26,819 | 3,112 | 11,220 | 5,286 | 38,352 | 5,084 |
| Sabine | 28.3 | .0116 | 35.1 | 8.5 | 13.4 | 18.6 | 31.6 | 10.4 | 92,869 | 35,461 | 2,952 | 8,552 | 2,000 | 31,082 | 1,691 |
| St. Helena | 10.2 | .0042 | 29.6 | 10.3 | 14.6 | 16.9 | 25.1 | 3.2 | 7,139 | 2,750 | 133 |  | 131 | 1,687 | 425 |
| St. James | 22.5 | .0091 | 28.0 | 12.6 | 16.3 | 18.2 | 20.4 | 6.7 | 52,370 | 21,657 | 2,628 | 2,225 | 6,144 | 6,905 | 2,008 |
| St. Landry | 88.5 | .0361 | 30.2 | 10.6 | 14.5 | 18.2 | 24.8 | 30.1 | 383,087 | 108,868 | 14,547 | 35,633 | 19,398 | 75,615 | 26,456 |
| St. Mary | 64.3 | .0262 | 28.2 | 12.1 | 17.2 | 19.4 | 18.9 | 20.8 | 378,724 | 107,481 | 46,714 | 30,959 | 15,110 | 68,918 | 14,508 |
| Tangipahoa | 91.5 | .0373 | 29.0 | 13.5 | 16.0 | 17.5 | 23.0 | 30.9 | 544,671 | 153,195 | 38,408 | 66,044 | 17,858 | 121,976 | 15,511 |
| Tensas | 8.5 | .0034 | 32.4 | 8.6 | 13.1 | 14.6 | 32.0 | 2.9 | 28,331 | 10,315 | 685 | 2,073 | 1,302 | 6,717 | 419 |
| Union | 23.0 | .0093 | 35.2 | 8.8 | 14.0 | 18.6 | 31.6 | 8.0 | 57,367 | 14,516 | 1,157 | 5,082 | 1,256 | 20,234 | 4,154 |
| Vermilion | 53.4 | .0218 | 31.2 | 10.7 | 14.9 | 18.4 | 25.9 | 18.7 | 211,036 | 76,609 | 7,050 | 15,120 | 4,734 | 43,032 | 12,923 |
| Vernon | 60.6 | .0247 | 24.7 | 22.7 | 18.4 | 16.0 | 14.5 | 18.0 | 173,778 | 44,165 | 20,472 | 17,871 | 4,011 | 32,721 | 3,800 |
| Washington | 48.0 | .0195 | 33.3 | 9.8 | 14.4 | 18.1 | 29.5 | 16.8 | 154,618 | 48,043 | 7,041 | 13,471 | 6,700 | 26,122 | 7,813 |
| Webster | 46.0 | .0187 | 35.0 | 9.4 | 14.4 | 19.1 | 30.8 | 17.2 | 237,369 | 87,070 | 8,496 | 26,017 | 8,826 | 46,114 | 7,167 |
| West Carroll | 13.1 | .0053 | 34.6 | 8.3 | 13.6 | 19.0 | 30.5 | 4.7 | 50,610 | 17,583 | 1,156 | 6,929 | 879 | 11,956 | 1,348 |
| West Feliciana | 13.5 | .0055 | 30.6 | 15.6 | 28.6 | 20.5 | 16.8 | 2.6 | 20,528 | 5,442 | 1,634 | 2,062 | 290 | 4,908 | 437 |
| Winn | 17.2 | .0070 | 33.9 | 8.6 | 14.6 | 17.8 | 30.6 | 6.2 | 68,385 | 13,957 | 2,775 | 10,888 | 1,205 | 18,338 | 2,774 |
| **TOTAL METRO COUNTIES** | **3,121.7** | **1.2710** | **29.9** | **12.2** | **18.5** | **19.1** | **21.5** | **1,117.4** | **19,650,128** | **4,809,924** | **1,951,584** | **2,374,828** | **1,099,736** | **3,441,131** | **785,950** |
| **TOTAL STATE** | **4,517.8** | **1.8393** | **30.1** | **12.1** | **17.4** | **18.8** | **22.6** | **1,587.4** | **25,160,885** | **6,455,093** | **2,283,753** | **2,917,952** | **1,301,564** | **4,632,624** | **1,033,862** |

## LA. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ALEXANDRIA** | **1,305,604** | **18,624** | **26.1** | **25.0** | **12.4** | **9.5** | **.0468** |
| Rapides | 1,305,604 | 18,624 | 26.1 | 25.0 | 12.4 | 9.5 | .0468 |
| • Alexandria | 497,683 | 16,629 | 26.6 | 22.1 | 10.7 | 9.5 | .0236 |
| SUBURBAN TOTAL | 807,921 | 20,011 | 25.7 | 27.1 | 13.5 | 9.4 | .0232 |
| **BATON ROUGE** | **6,058,628** | **24,962** | **20.4** | **24.9** | **18.9** | **14.8** | **.2037** |
| Ascension | 585,180 | 26,387 | 19.0 | 24.2 | 22.2 | 12.9 | .0191 |
| East Baton Rouge | 4,528,083 | 24,629 | 20.9 | 24.4 | 18.3 | 15.4 | .1571 |
| • Baton Rouge | 2,739,263 | 20,471 | 23.7 | 22.8 | 14.0 | 14.1 | .1082 |
| Livingston | 731,856 | 25,680 | 19.6 | 28.3 | 20.0 | 12.2 | .0210 |
| West Baton Rouge | 213,509 | 25,693 | 18.9 | 24.4 | 18.8 | 16.6 | .0065 |
| SUBURBAN TOTAL | 3,326,365 | 29,035 | 17.5 | 26.7 | 23.4 | 15.4 | .0955 |
| **HOUMA - THIBODAUX** | **1,976,193** | **25,896** | **19.6** | **29.0** | **18.9** | **13.6** | **.0673** |
| Lafourche | 890,413 | 24,568 | 20.7 | 29.5 | 17.8 | 12.2 | .0286 |
| • Thibodaux | 166,522 | 19,992 | 23.7 | 25.0 | 13.2 | 11.8 | .0072 |
| Terrebonne | 1,085,780 | 27,126 | 18.7 | 28.5 | 19.9 | 14.8 | .0387 |
| • Houma | 383,799 | 24,776 | 19.8 | 26.5 | 17.2 | 15.0 | .0183 |
| SUBURBAN TOTAL | 1,425,872 | 26,862 | 18.7 | 30.2 | 20.2 | 13.4 | .0418 |
| **LAFAYETTE** | **2,431,376** | **24,123** | **21.7** | **26.9** | **16.5** | **14.5** | **.0871** |
| Lafayette | 2,032,077 | 24,858 | 22.0 | 26.5 | 16.8 | 15.7 | .0749 |
| • Lafayette | 1,160,815 | 22,362 | 23.5 | 24.6 | 14.5 | 15.5 | .0543 |
| St. Martin | 399,299 | 21,621 | 21.0 | 28.5 | 15.3 | 9.5 | .0122 |
| SUBURBAN TOTAL | 1,270,561 | 25,504 | 20.3 | 29.0 | 18.2 | 13.6 | .0328 |
| **LAKE CHARLES** | **1,871,100** | **25,315** | **20.6** | **28.1** | **18.8** | **12.7** | **.0638** |
| Calcasieu | 1,871,100 | 25,315 | 20.6 | 28.1 | 18.8 | 12.7 | .0638 |
| • Lake Charles | 801,488 | 22,528 | 22.4 | 26.6 | 16.5 | 11.9 | .0326 |
| SUBURBAN TOTAL | 1,069,612 | 27,524 | 19.1 | 29.3 | 20.7 | 13.3 | .0312 |
| **MONROE** | **1,341,971** | **18,566** | **23.5** | **24.2** | **13.9** | **9.2** | **.0487** |
| Ouachita | 1,341,971 | 18,566 | 23.5 | 24.2 | 13.9 | 9.2 | .0487 |
| • Monroe | 482,860 | 13,873 | 24.4 | 18.7 | 9.9 | 9.0 | .0230 |
| SUBURBAN TOTAL | 859,111 | 21,745 | 22.9 | 27.7 | 16.5 | 9.3 | .0257 |
| **NEW ORLEANS** | **14,700,653** | **22,387** | **22.1** | **25.7** | **15.7** | **13.2** | **.5101** |
| Jefferson | 5,813,063 | 27,412 | 20.5 | 30.1 | 19.7 | 15.1 | .2085 |
| Kenner | 851,500 | 28,699 | 19.2 | 31.6 | 21.6 | 15.5 | .0267 |
| Orleans | 5,567,293 | 16,465 | 24.8 | 21.0 | 10.5 | 10.9 | .2019 |
| • New Orleans | 5,567,293 | 16,465 | 24.8 | 21.0 | 10.5 | 10.9 | .2019 |
| St. Bernard | 684,750 | 24,739 | 23.2 | 33.1 | 19.0 | 8.6 | .0221 |
| St. Charles | 457,409 | 27,158 | 16.8 | 28.5 | 22.2 | 13.0 | .0123 |
| St. John the Baptist | 427,981 | 28,626 | 16.9 | 24.9 | 22.5 | 17.0 | .0132 |
| St. Tammany | 1,750,167 | 27,379 | 18.8 | 25.9 | 18.9 | 17.9 | .0521 |
| • Slidell | 458,354 | 33,534 | 13.4 | 26.7 | 24.9 | 22.4 | .0169 |
| SUBURBAN TOTAL | 8,675,016 | 26,902 | 20.3 | 29.4 | 19.5 | 14.7 | .2913 |
| **SHREVEPORT** | **4,013,013** | **21,743** | **23.7** | **26.8** | **14.8** | **12.2** | **.1342** |
| Bossier | 844,036 | 20,627 | 27.1 | 29.7 | 15.0 | 6.9 | .0299 |
| • Bossier City | 540,235 | 20,578 | 29.2 | 30.5 | 14.9 | 6.0 | .0216 |
| Caddo | 3,168,977 | 22,152 | 22.6 | 25.8 | 14.8 | 13.9 | .1043 |
| • Shreveport | 2,558,023 | 21,665 | 23.0 | 25.4 | 14.2 | 13.9 | .0877 |
| SUBURBAN TOTAL | 914,755 | 22,891 | 21.9 | 28.1 | 16.4 | 11.8 | .0249 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |
| Acadia | 513,939 | 18,042 | 24.0 | 24.9 | 12.2 | 8.9 | .0171 |
| Allen | 157,826 | 15,578 | 21.8 | 24.9 | 11.4 | 4.9 | .0058 |
| Assumption | 181,134 | 20,333 | 22.7 | 25.7 | 14.6 | 10.3 | .0058 |
| Avoyelles | 271,461 | 12,541 | 27.6 | 19.3 | 6.7 | 4.3 | .0100 |
| Beauregard | 289,243 | 19,265 | 23.1 | 25.3 | 13.3 | 9.8 | .0102 |
| Bienville | 133,889 | 14,724 | 23.2 | 22.3 | 10.3 | 6.7 | .0047 |
| Caldwell | 97,327 | 13,723 | 25.1 | 19.8 | 9.5 | 5.9 | .0029 |
| Cameron | 101,237 | 23,018 | 23.0 | 24.7 | 17.3 | 12.9 | .0029 |
| Catahoula | 87,627 | 12,394 | 26.1 | 17.6 | 7.5 | 5.8 | .0032 |
| Claiborne | 157,697 | 16,905 | 22.7 | 22.9 | 12.0 | 9.8 | .0050 |
| Concordia | 186,755 | 15,545 | 22.5 | 21.8 | 12.7 | 6.9 | .0067 |
| De Soto | 224,254 | 15,062 | 24.7 | 21.5 | 10.4 | 6.8 | .0078 |
| East Carroll | 57,075 | 8,662 | 23.1 | 11.9 | 5.7 | 4.5 | .0023 |
| East Feliciana | 162,514 | 20,550 | 22.7 | 27.3 | 13.6 | 10.3 | .0049 |
| Evangeline | 258,582 | 14,033 | 23.0 | 22.2 | 9.3 | 6.1 | .0091 |
| Franklin | 145,326 | 11,419 | 26.3 | 18.0 | 6.2 | 3.9 | .0070 |
| Grant | 151,054 | 16,719 | 23.6 | 22.5 | 12.4 | 8.3 | .0042 |
| Iberia | 693,749 | 24,016 | 20.5 | 29.0 | 17.7 | 11.9 | .0241 |
| Iberville | 329,481 | 22,202 | 20.4 | 20.4 | 16.1 | 17.0 | .0112 |
| Jackson | 151,704 | 15,785 | 24.3 | 22.2 | 13.2 | 5.2 | .0048 |
| Jefferson Davis | 265,542 | 18,356 | 22.3 | 27.2 | 12.7 | 6.8 | .0097 |
| La Salle | 160,310 | 18,492 | 23.3 | 23.2 | 14.6 | 9.2 | .0049 |
| Lincoln | 417,181 | 19,642 | 23.3 | 21.9 | 13.4 | 14.0 | .0134 |
| Madison | 92,766 | 9,542 | 26.9 | 13.6 | 3.7 | 4.1 | .0033 |
| Morehouse | 257,316 | 12,369 | 22.8 | 19.2 | 9.1 | 5.9 | .0099 |
| Natchitoches | 300,847 | 14,144 | 25.1 | 21.9 | 8.2 | 6.5 | .0112 |
| Plaquemines | 233,987 | 23,834 | 21.5 | 28.3 | 16.5 | 11.9 | .0079 |
| Pointe Coupee | 220,081 | 18,261 | 20.6 | 21.2 | 15.0 | 10.6 | .0073 |
| Red River | 87,826 | 16,471 | 23.3 | 21.2 | 11.3 | 9.4 | .0029 |
| Richland | 140,329 | 10,903 | 22.5 | 19.2 | 7.1 | 3.9 | .0067 |
| Sabine | 242,813 | 16,865 | 25.7 | 23.8 | 10.6 | 7.8 | .0080 |
| St. Helena | 78,911 | 16,200 | 27.4 | 19.1 | 10.0 | 10.9 | .0023 |
| St. James | 225,177 | 28,247 | 17.5 | 19.6 | 20.5 | 20.4 | .0064 |
| St. Landry | 664,947 | 15,540 | 23.3 | 23.4 | 10.8 | 6.5 | .0250 |
| St. Mary | 622,152 | 23,828 | 21.6 | 29.2 | 16.2 | 12.0 | .0223 |
| Tangipahoa | 805,293 | 17,436 | 25.3 | 21.8 | 13.3 | 9.5 | .0306 |

**LA.** (cont.)

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Tensas | 47,736 | 9,378 | 24.6 | 13.1 | 5.4 | 5.0 | .0020 |
| Union | 195,478 | 17,242 | 23.8 | 25.4 | 11.2 | 7.9 | .0060 |
| Vermilion | 495,323 | 19,070 | 23.8 | 24.1 | 13.5 | 10.7 | .0162 |
| Vernon | 444,374 | 15,298 | 35.5 | 23.2 | 8.6 | 4.8 | .0153 |
| Washington | 365,845 | 15,187 | 25.1 | 22.1 | 10.5 | 6.7 | .0126 |
| Webster | 458,233 | 19,442 | 22.0 | 24.3 | 14.1 | 10.6 | .0154 |
| West Carroll | 80,781 | 10,467 | 23.2 | 16.0 | 6.7 | 5.5 | .0031 |
| West Feliciana | 96,716 | 19,778 | 19.2 | 19.9 | 13.1 | 16.7 | .0030 |
| Winn | 121,198 | 13,625 | 25.0 | 20.7 | 8.7 | 5.5 | .0047 |
| **TOTAL METRO COUNTIES** | **33,698,548** | **22,791** | **22.0** | **26.0** | **16.3** | **13.1** | **1.1617** |
| **TOTAL STATE** | **45,171,584** | **20,968** | **22.6** | **25.0** | **15.0** | **11.8** | **1.5615** |

# Maine

S&MM ESTIMATES

POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **BANGOR** | **139.1** | **.0566** | **31.0** | **14.4** | **17.1** | **19.1** | **24.1** | **48.9** |
| Penobscot | 139.1 | .0566 | 31.0 | 14.4 | 17.1 | 19.1 | 24.1 | 48.9 |
| • Bangor | 30.2 | .0123 | 32.1 | 15.9 | 16.9 | 16.9 | 27.6 | 11.7 |
| SUBURBAN TOTAL | 108.9 | .0443 | 30.7 | 14.2 | 16.7 | 19.7 | 23.0 | 37.2 |
| **LEWISTON - AUBURN** | **101.0** | **.0411** | **32.7** | **10.9** | **16.3** | **18.7** | **27.6** | **37.7** |
| Androscoggin | 101.0 | .0411 | 32.7 | 10.9 | 16.3 | 18.7 | 27.6 | 37.7 |
| • Auburn | 23.0 | .0094 | 34.4 | [illegible] | [illegible] | 19.1 | 27.8 | 8.8 |
| • Lewiston | 39.2 | .0160 | 34.1 | 10.8 | 14.2 | [illegible] | 32.1 | 15.3 |
| SUBURBAN TOTAL | 38.8 | .0157 | 30.4 | 9.6 | 18.8 | 19.6 | 21.8 | 13.6 |
| **PORTLAND** | **230.8** | **.0940** | **33.3** | **10.9** | **18.0** | **19.2** | **27.7** | **89.4** |
| Cumberland | 230.8 | .0940 | 33.3 | 10.9 | 18.0 | 19.2 | 27.7 | 89.4 |
| • Portland | 63.5 | .0259 | 33.9 | 12.1 | 18.9 | 15.8 | 32.1 | 27.9 |
| SUBURBAN TOTAL | 167.3 | .0681 | 33.0 | 10.4 | 17.7 | 20.5 | 26.0 | 61.5 |
| **OTHER COUNTIES** | | | | | | | | |
| Aroostook | 86.9 | .0354 | 30.8 | 11.7 | 16.8 | 18.9 | 24.0 | 29.8 |
| Franklin | 29.2 | .0118 | 32.2 | 11.8 | 15.9 | 19.7 | 26.0 | 10.8 |
| Hancock | 45.4 | .0185 | 34.9 | 9.3 | 17.1 | 19.0 | 30.9 | 17.8 |
| Kennebec | 115.4 | .0470 | 33.0 | 10.6 | 16.7 | 19.6 | 27.1 | 42.9 |
| Knox | 35.2 | .0143 | 36.0 | 8.2 | 16.9 | 18.6 | 32.7 | 13.8 |
| Lincoln | 28.9 | .0118 | 35.8 | 7.5 | 16.6 | 19.5 | 31.6 | 11.0 |
| Oxford | 50.7 | .0207 | 34.7 | 8.5 | 15.7 | 19.3 | 30.3 | 19.2 |
| Piscataquis | 18.2 | .0074 | 34.7 | 8.7 | 15.4 | 19.1 | 30.4 | 6.6 |
| Sagadahoc | 33.7 | .0137 | 32.0 | 9.7 | 18.5 | 20.0 | 24.5 | 12.4 |
| Somerset | 46.9 | .0191 | 33.2 | 8.5 | 16.3 | 19.8 | 27.3 | 16.7 |
| Waldo | 31.3 | .0127 | 32.4 | 9.1 | 17.7 | 19.3 | 26.1 | 11.5 |
| Washington | 35.6 | .0145 | 34.3 | 9.4 | 15.4 | 16.4 | 30.5 | 13.3 |
| York | 163.6 | .0666 | 33.1 | 9.6 | 17.8 | 19.0 | 27.5 | 61.5 |
| **TOTAL METRO COUNTIES** | **470.9** | **.1917** | **32.5** | **12.0** | **17.4** | **19.1** | **26.6** | **176.0** |
| **TOTAL STATE** | **1,191.8** | **.4852** | **32.9** | **10.6** | **17.1** | **19.1** | **27.3** | **443.3** |

RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BANGOR** | **1,089,877** | **216,657** | **86,307** | **122,001** | **35,893** | **282,621** | **28,726** |
| Penobscot | 1,089,877 | 216,657 | 86,307 | 122,001 | 35,893 | 282,621 | 28,726 |
| • Bangor | 562,055 | 80,180 | 52,464 | 93,078 | 19,781 | 162,611 | 11,585 |
| SUBURBAN TOTAL | 527,822 | 136,477 | 33,843 | 28,923 | 16,112 | 120,010 | 17,141 |
| **LEWISTON - AUBURN** | **725,665** | **183,539** | **52,542** | **80,557** | **16,335** | **174,420** | **18,231** |
| Androscoggin | 725,665 | 183,539 | 52,542 | 80,557 | 16,335 | 174,420 | 18,231 |
| • Auburn | 289,062 | 54,764 | 14,024 | 27,803 | 3,909 | 121,170 | 6,345 |
| • Lewiston | 305,108 | 87,315 | 29,529 | 49,800 | 10,927 | 29,434 | 7,560 |
| SUBURBAN TOTAL | 131,495 | 41,460 | 8,989 | 2,954 | 1,499 | 23,816 | 4,326 |
| **PORTLAND** | **2,774,498** | **523,257** | **255,876** | **265,869** | **71,694** | **520,287** | **73,773** |
| Cumberland | 2,774,498 | 523,257 | 255,876 | 265,869 | 71,694 | 520,287 | 73,773 |
| • Portland | 815,763 | 179,204 | 106,880 | 37,655 | 28,222 | 181,447 | 27,873 |
| SUBURBAN TOTAL | 1,958,735 | 344,053 | 148,996 | 228,214 | 43,472 | 338,840 | 45,900 |
| **OTHER COUNTIES** | | | | | | | |
| Aroostook | 500,961 | 120,829 | 32,994 | 52,522 | 13,672 | 107,209 | 17,990 |
| Franklin | 141,826 | 25,139 | 16,496 | 8,087 | 5,219 | 34,414 | 4,760 |
| Hancock | 329,426 | 64,824 | 31,561 | 26,954 | 7,108 | 68,040 | 10,289 |
| Kennebec | 888,437 | 167,714 | 75,715 | 101,422 | 26,680 | 244,964 | 20,969 |
| Knox | 241,640 | 39,504 | 20,525 | 17,841 | 9,397 | 52,468 | 10,369 |
| Lincoln | 193,915 | 37,017 | 16,369 | 2,919 | 5,249 | 36,818 | 5,015 |
| Oxford | 286,673 | 67,278 | 17,014 | 17,012 | 8,523 | 73,314 | 10,597 |
| Piscataquis | 109,122 | 28,176 | 4,946 | 6,937 | 1,757 | 22,089 | 3,752 |
| Sagadahoc | 179,219 | 49,851 | 14,360 | 4,372 | 3,360 | 54,462 | 5,491 |
| Somerset | 275,847 | 81,301 | 21,112 | 12,619 | 13,820 | 54,382 | 10,773 |
| Waldo | 104,132 | 26,937 | 12,031 | 6,085 | 4,001 | 19,131 | 3,267 |
| Washington | 147,716 | 52,860 | 14,559 | 9,354 | 6,872 | 21,784 | 6,177 |
| York | 953,618 | 207,006 | 113,929 | 44,872 | 34,278 | 202,573 | 27,921 |
| **TOTAL METRO COUNTIES** | **4,590,040** | **923,453** | **394,725** | **468,427** | **123,922** | **977,328** | **120,730** |
| **TOTAL STATE** | **8,942,572** | **1,912,489** | **786,336** | **779,423** | **263,858** | **1,968,976** | **258,100** |

**Wotzup?**

We're up & we're smiling because
- Retail sales are up 29% since 1982 (32% in our home county!)*
- EBI is up 36% (39% in our home county!)*
- Our circulation is now 79,271 daily & 95,375 weekend**
- AND now 8 out of 10 adults in our 8-county (⅓ of state!) market area read us every week!***

Now you can smile, too.

*Sales & Marketing Management, 1987.
**ABC Audit, 1987. ***Belden CMS, 1987.

Bangor Daily News
207-942-4881
or call your SAWYER-FERGUSON-WALKER representative

## MAINE

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **BANGOR** | **1,553,120** | **23,904** | **24.6** | **27.8** | **17.5** | **12.7** | **.0568** |
| Penobscot | 1,553,120 | 23,904 | 24.6 | 27.8 | 17.5 | 12.7 | .0568 |
| ● Bangor | 367,608 | 21,379 | 27.1 | 26.0 | 14.1 | 12.9 | .0191 |
| SUBURBAN TOTAL | 1,186,512 | 24,755 | 23.8 | 28.5 | 18.5 | 12.6 | .0377 |
| **LEWISTON - AUBURN** | **1,155,444** | **23,166** | **25.5** | **29.3** | **16.3** | **11.5** | **.0405** |
| Androscoggin | 1,155,444 | 23,166 | 25.5 | 29.3 | 16.3 | 11.5 | .0405 |
| ● Auburn | 271,762 | 22,762 | 25.0 | 27.9 | 15.5 | 12.6 | .0117 |
| ● Lewiston | 451,396 | 21,168 | 27.9 | 27.4 | 14.5 | 10.8 | .0162 |
| SUBURBAN TOTAL | 432,286 | 25,319 | 23.2 | 32.3 | 18.9 | 11.6 | .0126 |
| **PORTLAND** | **3,234,442** | **26,830** | **21.9** | **27.4** | **18.4** | **17.8** | **.1232** |
| Cumberland | 3,234,442 | 26,830 | 21.9 | 27.4 | 18.4 | 17.8 | .1232 |
| ● Portland | 864,203 | 21,692 | 26.2 | 25.5 | 14.6 | 13.3 | .0345 |
| SUBURBAN TOTAL | 2,370,239 | 29,316 | 19.9 | 28.3 | 20.1 | 19.8 | .0887 |
| **OTHER COUNTIES** | | | | | | | |
| Aroostook | 854,061 | 21,082 | 28.1 | 30.2 | 13.0 | 9.5 | .0300 |
| Franklin | 346,764 | 23,902 | 25.2 | 27.6 | 17.6 | 13.4 | .0105 |
| Hancock | 530,892 | 22,228 | 26.9 | 28.9 | 15.1 | 11.0 | .0184 |
| Kennebec | 1,386,650 | 24,701 | 23.7 | 29.8 | 17.4 | 13.3 | .0483 |
| Knox | 369,308 | 19,035 | 31.1 | 27.3 | 12.2 | 7.9 | .0134 |
| Lincoln | 362,272 | 24,801 | 22.8 | 29.0 | 16.9 | 14.7 | .0117 |
| Oxford | 554,386 | 21,684 | 27.5 | 30.0 | 14.6 | 9.7 | .0184 |
| Piscataquis | 174,407 | 20,649 | 30.9 | 29.6 | 16.0 | 5.9 | .0063 |
| Sagadahoc | 364,964 | 22,723 | 26.2 | 31.4 | 16.0 | 9.5 | .0119 |
| Somerset | 426,213 | 18,960 | 29.8 | 29.8 | 11.6 | 6.1 | .0157 |
| Waldo | 303,088 | 20,104 | 29.4 | 30.1 | 13.3 | 6.8 | .0094 |
| Washington | 339,073 | 18,119 | 30.1 | 25.5 | 11.7 | 8.0 | .0111 |
| York | 2,043,614 | 25,903 | 22.2 | 30.4 | 19.8 | 13.1 | .0637 |
| **TOTAL METRO COUNTIES** | **5,943,006** | **25,168** | **23.4** | **28.0** | **17.7** | **15.0** | **.2205** |
| **TOTAL STATE** | **13,998,698** | **23,611** | **25.0** | **28.9** | **16.6** | **12.5** | **.4893** |

TURN TO
**LANDON**
FOR RESULTS
(SEE PAGE B-28)

**Move More Product in Maine. Portland, ME**

The Portland ADI leads all New England ADI's in Population, Households, EBI and Retail Sales growth. And leads with a higher spending ratio of Retail Sales to EBI. It's a buying market. Sell through the Portland (ME) Press Herald, Evening Express and Maine Sunday Telegram. Over 88,000 daily circulation; 136,000 Sunday.

*Call Gary Gagne (Portland, ME) 207-775-5811   Frank Chicko (Landon-Boston) 617-337-8562   Jim McNeil (Landon-Portland) 207-799-0990*

# Maryland

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | |
| **BALTIMORE** | **2,333.6** | **.9501** | **32.9** | **11.1** | **18.5** | **21.0** | **25.0** | **849.6** |
| Anne Arundel | 424.6 | .1729 | 31.4 | 12.1 | 19.4 | 23.1 | 19.9 | 144.3 |
| ● Annapolis | 34.6 | .0141 | 32.5 | 12.1 | 20.3 | 18.9 | 26.0 | 14.1 |
| Baltimore | 675.9 | .2751 | 34.4 | 11.1 | 18.3 | 21.0 | 27.8 | 260.1 |
| Baltimore city | 757.9 | .3086 | 33.0 | 11.7 | 17.3 | 17.6 | 29.0 | 281.8 |
| ● Baltimore | 757.9 | .3086 | 33.0 | 11.7 | 17.3 | 17.6 | 29.0 | 281.8 |
| Carroll | 118.1 | .0481 | 32.7 | 9.4 | 18.4 | 23.6 | 22.1 | 39.4 |
| Harford | 165.5 | .0674 | 31.2 | 10.2 | 18.6 | 24.0 | 19.0 | 55.7 |
| Howard | 160.2 | .0652 | 31.7 | 8.3 | 21.4 | 27.0 | 16.0 | 57.4 |
| Queen Anne's | 31.4 | .0128 | 34.7 | 9.1 | 16.9 | 20.6 | 28.9 | 10.9 |
| SUBURBAN TOTAL | 1,541.1 | .6274 | 32.8 | 10.7 | 18.9 | 22.7 | 23.1 | 553.7 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BALTIMORE** | **15,247,372** | **2,908,229** | **1,464,496** | **1,688,001** | **755,547** | **3,368,543** | **538,119** |
| Anne Arundel | 2,730,542 | 472,296 | 236,153 | 309,278 | 140,850 | 747,145 | 64,974 |
| ● Annapolis | 530,563 | 47,077 | 48,740 | 35,398 | 26,213 | 196,528 | 15,372 |
| Baltimore | 6,105,991 | 1,105,630 | 441,598 | 948,541 | 332,019 | 1,359,682 | 201,174 |
| Baltimore city | 3,971,947 | 827,452 | 585,183 | 213,941 | 189,025 | 643,944 | 197,080 |
| ● Baltimore | 3,971,947 | 827,452 | 585,183 | 213,941 | 189,025 | 643,944 | 197,080 |
| Carroll | 538,668 | 124,778 | 40,579 | 29,841 | 14,596 | 172,476 | 21,442 |
| Harford | 971,038 | 205,950 | 80,417 | 91,942 | 31,278 | 267,631 | 34,281 |
| Howard | 810,300 | 132,791 | 68,330 | 92,940 | 44,945 | 158,219 | 16,380 |
| Queen Anne's | 118,886 | 39,332 | 12,236 | 1,518 | 2,834 | 19,446 | 2,788 |
| SUBURBAN TOTAL | 10,744,862 | 2,033,700 | 830,573 | 1,438,662 | 540,309 | 2,528,071 | 325,667 |

## METRO & COUNTY TOTALS

**MD.** (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CUMBERLAND** | **103.8** | **.0423** | **36.1** | **10.4** | **14.4** | **19.4** | **32.1** | **39.2** | **577,543** | **119,060** | **49,865** | **103,432** | **27,274** | **97,429** | **28,091** |
| Allegany | 76.1 | .0310 | 37.3 | 10.7 | 13.7 | 19.3 | 33.9 | 28.9 | 515,721 | 103,008 | 44,808 | 97,733 | 24,426 | 83,667 | 24,584 |
| • Cumberland | 23.6 | .0096 | 41.2 | 8.7 | 13.4 | 17.0 | 40.4 | 10.0 | 227,493 | 50,284 | 12,609 | 29,680 | 11,876 | 42,829 | 10,025 |
| *Mineral, W. Va.* | *27.7* | *.0113* | *33.4* | *9.3* | *16.4* | *20.0* | *27.3* | *10.3* | *61,822* | *16,052* | *5,057* | *5,699* | *2,848* | *13,762* | *3,507* |
| SUBURBAN TOTAL | 80.2 | .0327 | 34.9 | 10.9 | 14.6 | 20.2 | 29.7 | 29.2 | 350,050 | 68,776 | 37,256 | 73,752 | 15,398 | 54,600 | 18,066 |
| **HAGERSTOWN** | **114.8** | **.0467** | **34.0** | **11.2** | **17.1** | **20.3** | **28.0** | **41.3** | **732,971** | **125,212** | **39,582** | **82,379** | **34,894** | **134,187** | **30,821** |
| Washington | 114.8 | .0467 | 34.0 | 11.2 | 17.1 | 20.3 | 28.0 | 41.3 | 732,971 | 125,212 | 39,582 | 82,379 | 34,894 | 134,187 | 30,821 |
| • Hagerstown | 33.5 | .0136 | 35.5 | 11.3 | 16.5 | 17.0 | 33.6 | 14.0 | 383,114 | 61,610 | 22,598 | 33,945 | 16,228 | 85,551 | 18,667 |
| SUBURBAN TOTAL | 81.3 | .0331 | 33.4 | 11.2 | 17.4 | 21.6 | 25.7 | 27.3 | 349,857 | 63,602 | 16,984 | 48,434 | 18,666 | 48,636 | 12,154 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| ☐ Calvert | 45.8 | .0187 | 31.2 | 8.4 | 18.8 | 21.7 | 21.1 | 15.0 | 116,823 | 36,272 | 15,996 | 7,623 | 2,321 | 16,315 | 4,794 |
| Caroline | 25.1 | .0102 | 34.5 | 9.2 | 15.8 | 19.4 | 29.8 | 9.1 | 59,405 | 21,612 | 2,655 | 1,808 | 1,873 | 13,168 | 3,612 |
| ☐ Cecil | 68.9 | .0280 | 32.0 | 9.4 | 17.3 | 21.4 | 23.4 | 23.6 | 332,509 | 60,581 | 25,883 | 16,837 | 7,784 | 74,739 | 8,306 |
| ☐ Charles | 93.2 | .0380 | 29.4 | 9.6 | 18.5 | 24.1 | 15.5 | 28.9 | 340,509 | 95,607 | 26,418 | 10,426 | 11,566 | 66,977 | 45.431 |
| Dorchester | 30.8 | .0125 | 37.0 | 9.2 | 15.1 | 19.1 | 33.5 | 11.5 | 190,301 | 34,712 | 9,331 | 6,606 | 5,506 | 26,681 | 9,129 |
| ☐ Frederick | 137.2 | .0559 | 31.6 | 10.2 | 19.4 | 21.8 | 21.6 | 46.5 | 824,014 | 185,119 | 67,288 | 91,359 | 34,340 | 186,294 | 18,965 |
| • Frederick | 34.5 | .0140 | 32.4 | 12.6 | 20.6 | 16.5 | 28.1 | 13.6 | 572,835 | 147,648 | 42,727 | 75,005 | 23,800 | 123,663 | 13,576 |
| Garrett | 28.1 | .0114 | 32.5 | 9.8 | 15.9 | 19.7 | 26.4 | 9.7 | 146,811 | 26,979 | 8,308 | 12,570 | 5,053 | 48,302 | 8,173 |
| Kent | 17.1 | .0070 | 35.9 | 12.7 | 14.5 | 18.6 | 32.5 | 6.5 | 100,409 | 31,501 | 10,389 | 7,184 | 2,120 | 19,572 | 2,776 |
| ☐ Montgomery | 681.6 | .2775 | 34.2 | 9.2 | 18.6 | 24.2 | 24.2 | 257.4 | 6,468,215 | 1,177,331 | 502,057 | 779,976 | 530,122 | 1,664,052 | 206,006 |
| Rockville | 49.0 | .0199 | 32.2 | 10.0 | 19.2 | 24.8 | 19.7 | 17.0 | 788,703 | 142,429 | 69,448 | 44,683 | 97,494 | 225,974 | 16,533 |
| ☐ Prince George's | 685.4 | .2790 | 30.0 | 13.2 | 20.8 | 22.7 | 16.9 | 243.3 | 5,618,104 | 1,027,663 | 491,572 | 636,368 | 307,513 | 1,422,639 | 184,544 |
| St. Mary's | 69.1 | .0281 | 28.6 | 13.0 | 19.1 | 20.0 | 17.7 | 23.1 | 243,706 | 63,267 | 26,024 | 11,010 | 12,795 | 48,258 | 10,045 |
| Somerset | 19.6 | .0080 | 35.4 | 11.9 | 14.0 | 17.6 | 32.9 | 6.9 | 63,933 | 31,320 | 4,046 | 1,609 | 1,421 | 7,193 | 4,433 |
| Talbot | 27.6 | .0113 | 38.8 | 8.7 | 15.1 | 19.0 | 36.3 | 11.3 | 258,885 | 49,556 | 25,346 | 4,852 | 11,321 | 57,672 | 10,306 |
| Wicomico | 71.4 | .0291 | 33.6 | 11.6 | 16.8 | 20.1 | 27.6 | 26.5 | 608,605 | 95,119 | 49,614 | 79,614 | 36,475 | 156,693 | 13,482 |
| Worcester | 37.2 | .0151 | 35.7 | 9.9 | 16.2 | 19.4 | 31.6 | 14.7 | 372,295 | 68,687 | 90,145 | 16,846 | 17,294 | 71,987 | 14,652 |
| **TOTAL METRO COUNTIES** | **4,236.6** | **1.7249** | **32.5** | **11.0** | **18.7** | **21.9** | **23.4** | **1,534.5** | **30,196,238** | **5,719,022** | **2,678,100** | **3,410,702** | **1,708,513** | **7,017,413** | **1,061,570** |
| **TOTAL STATE** | **4,562.6** | **1.8576** | **32.5** | **11.0** | **18.5** | **21.7** | **23.8** | **1,653.8** | **32,240,588** | **6,141,775** | **2,903,958** | **3,552,801** | **1,802,371** | **7,466,939** | **1,138,178** |

The Evening Sun
Redskins rally past Giants, 23-19: 1C
THE SUN
Hostages set free, Oakdale inmates yield

How media can achieve creative glory without having to dress funny or act weird.

Running an ad in the nation's 14th largest market is by definition a smart idea. Reaching 67% of the nation's 14th largest market with just one Sunday insertion – now, that's what you call a breakthrough idea. And that's exactly what you get when you buy The Baltimore Sun. We give you a guaranteed entry into a market that ranks among the top twenty in population, households, effective buying income and retail sales. And one whose demographics are made up primarily of freewheeling, white-collar professionals. Buying The Baltimore Sun may not win an award for the agency's wall but it sure could win a lot of business for the agency's clients.

And that kind of creativity brings with it some very tangible rewards.

The Baltimore Sun, 501 North Calvert Street, Baltimore, MD 21278, Telephone: 301-332-6363

THE BALTIMORE SUN

**MD.**

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BALTIMORE** | **31,080,614** | **29,768** | **18.3** | **25.9** | **20.0** | **21.2** | **.9713** |
| Anne Arundel | 6,059,008 | 35,188 | 14.6 | 26.6 | 23.1 | 27.2 | .1823 |
| • Annapolis | 505,964 | 27,329 | 19.2 | 28.2 | 16.2 | 20.9 | .0210 |
| Baltimore | 10,324,844 | 32,837 | 16.7 | 28.0 | 22.2 | 23.6 | .3347 |
| Baltimore city | 7,965,872 | 20,629 | 23.4 | 24.0 | 14.5 | 12.6 | .2632 |
| • Baltimore | 7,965,872 | 20,629 | 23.4 | 24.0 | 14.5 | 12.6 | .2632 |
| Carroll | 1,434,324 | 31,153 | 17.5 | 29.2 | 24.8 | 17.7 | .0424 |
| Harford | 2,136,416 | 32,650 | 17.1 | 27.0 | 24.0 | 21.8 | .0658 |
| Howard | 2,805,433 | 43,663 | 11.0 | 20.5 | 22.8 | 40.0 | .0726 |
| Queen Anne's | 354,717 | 26,142 | 22.6 | 28.1 | 17.8 | 15.9 | .0103 |
| SUBURBAN TOTAL | 22,608,778 | 34,198 | 15.7 | 26.9 | 22.9 | 25.5 | .6871 |
| **CUMBERLAND** | **1,057,219** | **21,137** | **25.4** | **28.7** | **14.6** | **9.1** | **.0360** |
| Allegany | 803,681 | 21,807 | 25.1 | 28.1 | 15.4 | 10.1 | .0287 |
| • Cumberland | 257,340 | 18,940 | 25.9 | 25.2 | 13.3 | 9.2 | .0104 |
| *Mineral, W. Va.* | *253,538* | *19,608* | *26.2* | *30.6* | *12.3* | *6.1* | *.0073* |
| SUBURBAN TOTAL | 799,879 | 21,830 | 25.2 | 30.0 | 15.0 | 9.0 | .0256 |
| **HAGERSTOWN** | **1,245,503** | **24,213** | **22.4** | **29.3** | **18.0** | **12.0** | **.0430** |
| Washington | 1,245,503 | 24,213 | 22.4 | 29.3 | 18.0 | 12.0 | .0430 |
| • Hagerstown | 340,886 | 18,722 | 27.3 | 27.0 | 12.8 | 7.0 | .0155 |
| SUBURBAN TOTAL | 904,617 | 27,457 | 19.9 | 30.6 | 20.6 | 14.6 | .0275 |

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| ☐ Calvert | 567,104 | 33,118 | 16.4 | 25.3 | 21.9 | 24.5 | .0148 |
| Caroline | 224,132 | 19,696 | 26.5 | 29.1 | 13.5 | 6.5 | .0068 |
| ☐ Cecil | 811,494 | 28,517 | 19.9 | 29.6 | 20.2 | 17.1 | .0248 |
| ☐ Charles | 1,146,297 | 35,697 | 13.7 | 24.5 | 25.7 | 25.7 | .0321 |
| Dorchester | 306,185 | 20,317 | 27.1 | 28.2 | 13.1 | 9.4 | .0110 |
| ☐ Frederick | 1,812,430 | 33,019 | 17.0 | 26.0 | 22.3 | 24.2 | .0555 |
| • Frederick | 469,363 | 27,909 | 20.3 | 27.6 | 19.7 | 18.1 | .0213 |
| Garrett | 297,436 | 23,891 | 23.8 | 29.1 | 17.5 | 12.1 | .0096 |
| Kent | 184,858 | 21,030 | 26.5 | 27.1 | 13.8 | 11.6 | .0062 |
| ☐ Montgomery | 14,726,457 | 47,501 | 10.3 | 19.2 | 17.8 | 47.0 | .4110 |
| Rockville | 914,192 | 46,556 | 9.9 | 17.5 | 19.8 | 45.5 | .0336 |
| ☐ Prince George's | 11,168,328 | 38,411 | 13.1 | 24.6 | 21.2 | 34.2 | .3393 |
| St. Mary's | 877,574 | 31,412 | 18.6 | 25.8 | 21.0 | 23.1 | .0240 |
| Somerset | 185,191 | 20,123 | 27.9 | 27.3 | 12.5 | 10.5 | .0058 |
| Talbot | 417,915 | 26,946 | 21.6 | 27.0 | 16.7 | 20.2 | .0138 |
| Wicomico | 804,773 | 23,704 | 23.4 | 28.7 | 17.0 | 12.6 | .0303 |
| Worcester | 377,706 | 19,302 | 29.2 | 28.0 | 11.8 | 8.5 | .0161 |
| **TOTAL METRO COUNTIES** | **63,361,908** | **33,243** | **16.2** | **24.8** | **19.9** | **27.2** | **1.9205** |
| **TOTAL STATE** | **67,037,678** | **32,466** | **16.9** | **24.9** | **19.6** | **26.3** | **2.0441** |

# Massachusetts

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,718.1** | **1.5137** | **33.4** | **11.8** | **18.2** | **19.6** | **27.4** | **1,392.5** |
| Essex | 653.9 | .2662 | 34.7 | 10.0 | 16.7 | 19.6 | 29.8 | 248.1 |
| • Gloucester | 28.5 | .0116 | 34.8 | 9.6 | 18.1 | 18.5 | 35.1 | 11.4 |
| • Haverhill | 49.0 | .0199 | 34.1 | 10.5 | 18.8 | 17.2 | 31.4 | 18.9 |
| • Lawrence | 64.2 | .0261 | 35.6 | 11.0 | 16.5 | 14.2 | 31.2 | 25.3 |
| • Lynn | 80.0 | .0326 | 35.2 | 10.7 | 16.2 | 17.0 | 35.2 | 32.5 |
| Peabody | 46.6 | .0190 | 35.4 | 9.8 | 15.9 | 22.7 | 28.5 | 16.9 |
| • Salem | 38.5 | .0157 | 34.5 | 11.2 | 21.9 | 18.8 | 32.6 | 16.8 |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **30,766,529** | **5,364,285** | **3,806,717** | **3,291,932** | **1,499,173** | **6,657,742** | **1,066,191** |
| Essex | 5,762,888 | 913,279 | 666,259 | 645,697 | 213,752 | 1,577,651 | 165,578 |
| • Gloucester | 220,723 | 45,073 | 30,572 | 4,351 | 7,089 | 61,920 | 10,667 |
| • Haverhill | 390,928 | 68,576 | 36,923 | 18,778 | 24,015 | 124,323 | 11,934 |
| • Lawrence | 392,707 | 36,919 | 31,107 | 16,548 | 17,734 | 147,929 | 16,389 |
| • Lynn | 672,851 | 89,969 | 45,194 | 6,415 | 23,900 | 370,065 | 20,629 |
| Peabody | 326,188 | 65,059 | 38,846 | 161,931 | 18,234 | 62,373 | 10,936 |
| • Salem | 446,286 | 91,336 | 44,246 | 88,151 | 21,630 | 78,612 | 9,711 |

BOSTON
Metro South
CAPE COD
N
W
E
S

The Globe's NOT Here
The Enterprise Is.

The Enterprise covers a very distinct portion of Massachusetts: the area just south of Boston, and just west of Cape Cod. We call it Metro South, consisting of 30 towns, and we fill it every day, more than any other newspaper!

We're the only daily newspaper serving the Metro South region of Plymouth, Norfolk and Bristol counties, exclusively, seven days a week—and this region is the fastest-growing marketplace in Massachusetts—as well as the 4th fastest-growing area in New England.*

We also offer advertisers a full range of options including zoned advertisements, color, Sunday/daily combination discounts, our new "State of The Art TEMCO (Total Market Coverage)" program and much more.

Aim for our target area—Metro South—and advertise in The Enterprise. We can improve your circulation with almost 70% penetration in our primary market area!

The Enterprise
60 Main Street, P.O. Box 1450, Brockton, MA 02403
(508) 586-6200—Boston area (617) 364-2062

ABC Represented by Landon Associates, Inc.
*Source—First Market Research Corporation

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

## METRO & COUNTY TOTALS

**MASS. (cont.)**

POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Middlesex | 1,366.5 | .5563 | 33.3 | 11.9 | 18.6 | 20.1 | 26.7 | 502.9 |
| Arlington | 44.6 | .0182 | 36.8 | 9.8 | 19.6 | 18.2 | 34.1 | 18.1 |
| • Cambridge | 91.4 | .0372 | 30.8 | 20.0 | 27.4 | 15.6 | 22.8 | 39.2 |
| • Framingham | 64.2 | .0261 | 33.6 | 12.3 | 18.6 | 21.0 | 26.3 | 24.9 |
| • Lowell | 93.0 | .0379 | 31.5 | 14.0 | 16.2 | 15.8 | 28.6 | 34.7 |
| Malden | 53.5 | .0218 | 34.9 | 10.7 | 18.5 | 17.1 | 32.7 | 21.9 |
| Medford | 56.9 | .0232 | 35.3 | 13.1 | 16.1 | 17.6 | 32.8 | 20.8 |
| Newton | 82.0 | .0334 | 35.6 | 12.0 | 18.1 | 20.1 | 30.7 | 29.3 |
| Somerville | 73.2 | .0298 | 32.6 | 15.0 | 20.7 | 16.4 | 28.6 | 29.7 |
| • Waltham | 57.2 | .0233 | 32.8 | 17.1 | 18.9 | 17.6 | 28.2 | 21.4 |
| Norfolk | 607.7 | .2474 | 34.8 | 10.7 | 16.9 | 20.7 | 29.0 | 222.1 |
| Brookline | 53.0 | .0216 | 35.2 | 12.3 | 23.7 | 17.6 | 32.5 | 24.4 |
| Quincy | 83.0 | .0338 | 36.9 | 11.5 | 17.3 | 17.5 | 34.9 | 35.0 |

RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Middlesex | 10,950,714 | 1,960,627 | 1,232,175 | 1,191,295 | 631,024 | 2,426,065 | 392,835 |
| Arlington | 246,698 | 39,178 | 18,139 | 835 | 10,170 | 113,065 | 10,440 |
| • Cambridge | 968,146 | 175,068 | 165,145 | 166,359 | 77,062 | 89,146 | 38,131 |
| • Framingham | 804,111 | 88,861 | 103,047 | 125,624 | 55,684 | 219,302 | 21,636 |
| • Lowell | 617,348 | 91,836 | 55,311 | 78,256 | 28,957 | 209,040 | 26,536 |
| Malden | 317,957 | 90,386 | 30,948 | 13,705 | 12,325 | 87,144 | 8,445 |
| Medford | 450,027 | 83,202 | 29,636 | 32,984 | 12,654 | 103,725 | 23,830 |
| Newton | 940,738 | 132,004 | 105,157 | 108,218 | 134,487 | 157,728 | 29,284 |
| Somerville | 419,171 | 86,296 | 45,624 | 42,783 | 6,592 | 63,143 | 15,565 |
| • Waltham | 536,661 | 99,206 | 81,254 | 34,153 | 56,647 | 68,510 | 30,198 |
| Norfolk | 5,867,854 | 1,048,427 | 540,254 | 591,573 | 286,943 | 1,385,389 | 217,210 |
| Brookline | 378,351 | 102,345 | 58,808 | 7,390 | 26,915 | 75,230 | 16,311 |
| Quincy | 763,172 | [illegible] | 74,199 | 35,844 | 30,766 | 136,558 | 49,817 |

THE NEW
band
FREEDOM

Boston Area Newspaper Dailies

*There's a new freedom in Boston.*

It's the new BAND rate structure offering flexibility of their newspaper network purchase in the Boston ADI.

Select any combination of the BAND network markets and custom-tailor your newspaper buy.

The Boston ADI. Boston MSA. New Hampshire. Or specific key markets.

The minimum circulation is 300,000; the maximum is 576,429 (27% ADI household coverage). The only limitation is your buy must fit within six (6) circulation/discount levels.

*Call your Landon representative and learn about your new freedom in Boston.*

*In Boston call Frank Chicko*
*(617) 337-8562*

TURN TO
LANDON
FOR RESULTS
(See page B-26)

Boston's more than a honk, a screech and the globe.

Boston. It's more than notorious drivers and a single newspaper. Complete your buy of the Boston metropolitan market with The Patriot Ledger.

Our circulation area, immediately south of Boston, is rich in the upwardly mobile professional prospects you expect to reach when you buy Boston.

The Patriot Ledger is Massachusetts' leading evening daily newspaper with 90,518 circulation. And we're leaders in advertising, too—our classified linage is first among New England dailies and our retail linage is first among Mass. dailies.

In 1987, we even out-ran The Boston Globe in Monday-Saturday retail and classified linage. (We don't publish on Sunday.)

**Make the most of Boston, Call us, or Landon Associates at (617) 337-8562.**

(617) 786-7100
(617) 786-7092
automatic telecopier

TURN TO
LANDON
FOR RESULTS
SEE PAGE B-26

The Patriot Ledger

Source: ABC Publisher's Statement 3-31-87
New England Newspaper Assn. Linage Report 12-31-87

**MASS.** (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Weymouth | 54.6 | .0222 | 33.7 | 11.4 | 17.2 | 19.5 | 28.3 | 20.4 | 431,446 | 111,995 | 32,208 | 22,956 | 17,610 | 84,038 | 18,270 |
| Plymouth | 435.8 | .1775 | 32.1 | 9.2 | 17.6 | 20.9 | 24.0 | 150.5 | 3,020,203 | 537,780 | 322,359 | 257,605 | 115,770 | 772,598 | 92,191 |
| • Brockton | 94.9 | .0386 | 32.0 | 10.6 | 17.2 | 18.7 | 26.2 | 34.5 | 907,747 | 164,516 | 93,313 | 109,324 | 30,390 | 183,512 | 29,724 |
| Suffolk | 654.2 | .2663 | 32.1 | 16.1 | 19.9 | 16.7 | 27.5 | 268.9 | 5,164,870 | 904,172 | 1,045,670 | 605,762 | 251,684 | 496,039 | 198,377 |
| • Boston | 566.9 | .2308 | 31.6 | 16.9 | 20.4 | 16.5 | 26.5 | 233.5 | 4,565,730 | 786,301 | 978,509 | 551,225 | 220,648 | 411,596 | 166,339 |
| Revere | 43.1 | .0175 | 37.2 | 11.2 | 16.7 | 18.8 | 34.0 | 17.6 | 322,921 | 77,687 | 41,229 | 24,578 | 16,632 | 42,861 | 17,799 |
| SUBURBAN TOTAL | 2,490.2 | 1.0139 | 34.1 | 10.2 | 17.4 | 21.0 | 27.4 | 900.2 | 20,243,301 | 3,626,624 | 2,142,096 | 2,142,746 | 935,417 | 4,693,787 | 684,297 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **495.7** | **.2018** | **34.1** | **10.0** | **16.2** | **18.9** | **29.5** | **181.8** | **3,893,673** | **1,047,795** | **329,969** | **346,097** | **154,668** | **854,751** | **99,215** |
| Bristol | 495.7 | .2018 | 34.1 | 10.0 | 16.2 | 18.9 | 29.5 | 181.8 | 3,893,673 | 1,047,795 | 329,969 | 346,097 | 154,668 | 854,751 | 99,215 |
| • Attleboro | 35.3 | .0144 | 33.1 | 10.3 | 16.9 | 19.7 | 27.0 | 12.8 | 434,627 | 58,385 | 31,663 | 48,723 | 9,545 | 79,389 | 7,577 |
| • Fall River | 92.5 | .0377 | 35.8 | 10.0 | 14.7 | 16.2 | 34.6 | 36.2 | 606,770 | 162,789 | 50,328 | 42,328 | 43,603 | 134,487 | 21,050 |
| • New Bedford | 98.1 | .0399 | 35.7 | 10.4 | 14.9 | 16.5 | 34.4 | 38.8 | 637,647 | 159,001 | 61,353 | 35,911 | 35,304 | 123,243 | 23,433 |
| Taunton | 46.9 | .0191 | 33.6 | 10.6 | 16.9 | 18.5 | 29.1 | 17.2 | 270,083 | 81,992 | 18,529 | 25,100 | 13,839 | 50,951 | 8,926 |
| SUBURBAN TOTAL | 269.8 | .1098 | 33.3 | 9.9 | 17.1 | 20.7 | 26.3 | 94.0 | 2,214,629 | 667,620 | 186,625 | 219,135 | 66,216 | 517,632 | 47,155 |
| **PITTSFIELD** | **142.5** | **.0580** | **35.3** | **11.0** | **15.6** | **18.6** | **31.7** | **54.9** | **1,171,060** | **271,147** | **98,291** | **107,839** | **34,457** | **238,902** | **39,585** |
| Berkshire | 142.5 | .0580 | 35.3 | 11.0 | 15.6 | 18.6 | 31.7 | 54.9 | 1,171,060 | 271,147 | 98,291 | 107,839 | 34,457 | 238,902 | 39,585 |
| • Pittsfield | 50.1 | .0204 | 35.4 | 9.5 | 15.8 | 16.3 | 32.1 | 19.9 | 527,834 | 111,136 | 35,059 | 72,304 | 20,923 | 126,021 | 18,514 |
| SUBURBAN TOTAL | 92.4 | .0376 | 35.2 | 11.8 | 15.4 | 18.7 | 31.6 | 35.0 | 643,226 | 160,011 | 63,232 | 35,535 | 13,534 | 112,881 | 21,071 |
| **SPRINGFIELD** | **591.4** | **.2408** | **32.8** | **13.6** | **16.7** | **17.9** | **28.4** | **217.1** | **4,304,932** | **914,401** | **428,032** | **525,621** | **183,551** | **863,008** | **151,388** |
| Hampden | 445.8 | .1815 | 34.1 | 10.8 | 16.2 | 18.4 | 30.1 | 167.9 | 3,632,624 | 740,673 | 335,913 | 486,380 | 162,679 | 743,646 | 129,169 |
| Chicopee | 57.2 | .0233 | 35.7 | 10.7 | 15.8 | 17.8 | 33.2 | 22.3 | 406,959 | 99,240 | 43,530 | 44,231 | 11,456 | 96,861 | 14,150 |
| • Holyoke | 42.6 | .0173 | 35.6 | 10.2 | 14.1 | 15.9 | 34.8 | 16.8 | 464,651 | 63,774 | 31,619 | 128,212 | 27,129 | 63,541 | 15,572 |
| • Springfield | 150.4 | .0612 | 32.7 | 12.2 | 16.5 | 16.0 | 30.2 | 57.6 | 1,442,938 | 282,938 | 135,422 | 198,198 | 68,558 | 307,066 | 45,054 |
| • Westfield | 37.5 | .0153 | 32.5 | 13.4 | 16.1 | 18.7 | 27.1 | 13.4 | 311,598 | 81,678 | 27,974 | 45,345 | 6,282 | 69,516 | 13,219 |
| Hampshire | 145.6 | .0593 | 29.5 | 22.1 | 18.3 | 16.5 | 23.4 | 49.2 | 672,308 | 173,728 | 92,119 | 39,241 | 20,872 | 119,362 | 22,219 |
| • Northampton | 29.2 | .0119 | 32.3 | 17.4 | 19.8 | 15.9 | 28.8 | 10.7 | 228,706 | 48,345 | 29,919 | 13,450 | 6,434 | 61,982 | 7,816 |
| SUBURBAN TOTAL | 331.7 | .1351 | 32.7 | 14.4 | 16.8 | 19.2 | 26.9 | 118.6 | 1,857,039 | 437,666 | 203,098 | 140,416 | 75,148 | 360,903 | 69,727 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **670.2** | **.2729** | **33.5** | **11.2** | **16.6** | **15.7** | **28.8** | **245.4** | **4,215,725** | **782,278** | **438,342** | **503,071** | **164,835** | **889,619** | **171,964** |

86%

# 86% of all adults in the MSA read our newspapers in the course of a week.*

Springfield, Massachusetts is the market that gets that kind of extraordinary coverage. And that 86% can be reached with just one simple, single media buy. And that buy is about as shrewd as you can make. That's because we have one of the very lowest CPM's anywhere and coverage that ranks among the top 5% in the nation.**

Doesn't that suggest the daily Union-News/ Sunday Republican would be a wise choice for the promotion of your product or service?

For a copy of our market data kit and latest Belden Study, call Dwight L. Brouillard, Advertising Director, at 413-788-1108.

Union-News

Sunday Republican

1860 Main Street, Springfield, MA 01101 413-788-1000

Represented nationally by Newhouse Newspapers

*One daily plus one Sunday. Belden Study No. 4

**Survey of Buying Power, Part II, 1987

# METRO & COUNTY TOTALS

## MASS. (cont.) POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Worcester | 670.2 | .2729 | 33.5 | 11.2 | 16.6 | 18.7 | 28.8 | 245.4 | 4,215,725 | 782,278 | 438,342 | 503,071 | 164,835 | 889,619 | 171,964 |
| • Fitchburg | 39.9 | .0162 | 33.2 | 14.7 | 14.9 | 15.8 | 31.5 | 15.2 | 274,065 | 43,005 | 23,844 | 58,529 | 8,842 | 64,130 | 12,703 |
| • Leominster | 35.5 | .0145 | 33.3 | 11.0 | 16.7 | 19.2 | 28.0 | 13.6 | 258,132 | 37,604 | 26,649 | 46,725 | 15,242 | 38,182 | 9,392 |
| • Worcester | 160.8 | .0655 | 34.2 | 14.4 | 15.2 | 15.5 | 33.3 | 61.3 | 1,250,220 | 202,015 | 130,367 | 116,473 | 57,682 | 351,081 | 47,061 |
| SUBURBAN TOTAL | 434.0 | .1767 | 33.3 | 9.8 | 17.1 | 20.1 | 27.0 | 155.3 | 2,433,308 | 499,654 | 257,482 | 281,344 | 83,069 | 436,226 | 102,808 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Barnstable | 180.5 | .0735 | 39.8 | 7.7 | 15.5 | 17.0 | 38.9 | 74.6 | 1,886,412 | 348,215 | 248,314 | 162,069 | 77,230 | 348,635 | 62,425 |
| Dukes | 11.2 | .0046 | 36.5 | 7.3 | 20.7 | 17.2 | 34.7 | 5.2 | 141,888 | 42,492 | 20,566 | 703 | 1,737 | 21,215 | 3,579 |
| Franklin | 68.5 | .0279 | 33.7 | 10.0 | 19.2 | 18.0 | 29.4 | 27.0 | 399,081 | 96,235 | 47,389 | 24,778 | 9,803 | 100,141 | 11,157 |
| Nantucket | 5.9 | .0024 | 37.1 | 8.0 | 20.3 | 18.4 | 34.3 | 2.6 | 128,660 | 28,543 | 21,035 | 1,197 | 2,402 | 6,044 | 6,246 |
| **TOTAL METRO COUNTIES** | **5,617.9** | **2.2872** | **33.4** | **11.7** | **17.5** | **19.2** | **28.1** | **2,091.7** | **44,351,919** | **8,379,906** | **5,101,351** | **4,774,560** | **2,036,684** | **9,504,022** | **1,528,343** |
| **TOTAL STATE** | **5,884.1** | **2.3956** | **33.6** | **11.6** | **17.4** | **19.2** | **28.4** | **2,201.1** | **46,907,960** | **8,895,391** | **5,438,655** | **4,963,307** | **2,127,856** | **9,980,057** | **1,611,750** |

## MASS. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **62,998,729** | **33,895** | **16.4** | **22.3** | **19.1** | **29.3** | **1.8835** |
| Essex | 10,533,551 | 32,210 | 17.1 | 22.6 | 19.4 | 26.6 | .3296 |
| • Gloucester | 445,979 | 27,486 | 21.3 | 24.5 | 17.6 | 20.9 | .0136 |
| • Haverhill | 692,874 | 27,501 | 20.9 | 24.3 | 19.8 | 19.7 | .0224 |
| • Lawrence | 775,825 | 22,108 | 22.6 | 23.7 | 16.3 | 14.0 | .0280 |
| • Lynn | 1,125,215 | 25,926 | 20.8 | 24.1 | 18.1 | 17.9 | .0372 |
| Peabody | 762,055 | 37,099 | 13.4 | 21.8 | 22.8 | 30.5 | .0259 |
| • Salem | 592,160 | 27,449 | 20.0 | 25.3 | 16.5 | 20.1 | .0211 |
| Middlesex | 25,067,739 | 37,971 | 14.4 | 21.3 | 19.6 | 34.6 | .7151 |
| Arlington | 884,040 | 39,035 | 14.2 | 21.6 | 19.8 | 35.8 | .0222 |
| • Cambridge | 1,596,969 | 26,209 | 21.2 | 25.9 | 16.8 | 20.0 | .0512 |
| • Framingham | 1,271,294 | 38,926 | 15.2 | 22.3 | 18.3 | 37.3 | .0407 |
| • Lowell | 1,274,437 | 27,204 | 21.0 | 24.8 | 19.1 | 19.0 | .0393 |
| Malden | 866,138 | 30,063 | 19.2 | 24.3 | 19.8 | 23.1 | .0241 |
| Medford | 909,854 | 34,532 | 16.3 | 22.7 | 20.2 | 29.1 | .0276 |
| Newton | 1,910,975 | 48,497 | 10.8 | 17.1 | 17.2 | 48.2 | .0546 |
| Somerville | 1,072,259 | 27,417 | 20.2 | 25.6 | 18.7 | 19.0 | .0308 |
| • Waltham | 984,678 | 35,179 | 14.8 | 23.6 | 19.8 | 30.5 | .0305 |
| Norfolk | 11,219,177 | 39,207 | 13.5 | 20.8 | 20.3 | 35.8 | .3386 |
| Brookline | 1,298,788 | 34,259 | 16.1 | 23.1 | 16.8 | 32.[illegible] | .0310 |
| Quincy | 1,394,820 | 31,276 | 17.8 | 24.2 | 19.7 | 24.7 | .0434 |
| Weymouth | 903,455 | 35,450 | 15.1 | 23.2 | 19.4 | 31.[illegible] | .0262 |
| Plymouth | 6,287,828 | 32,837 | 16.9 | 24.4 | 21.4 | 25.2 | .1923 |
| • Brockton | 1,222,094 | 26,819 | 25.0 | 24.6 | 19.0 | 18.[illegible] | .0444 |
| Suffolk | 9,890,434 | 24,774 | 21.5 | 24.2 | 15.7 | 18.9 | .3079 |
| • Boston | 8,571,308 | 24,355 | 21.8 | 24.2 | 15.3 | 15.6 | .2686 |
| Revere | 673,499 | 29,411 | 19.5 | 23.4 | 19.3 | 22.8 | .0205 |
| SUBURBAN TOTAL | 44,445,896 | 38,258 | 14.0 | 21.3 | 20.4 | 34.4 | 1.2893 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **6,131,291** | **25,745** | **21.2** | **27.0** | **18.6** | **15.2** | **.2117** |
| Bristol | 6,131,291 | 25,745 | 21.2 | 27.0 | 18.6 | 15.2 | .2117 |
| • Attleboro | 485,184 | 29,397 | 19.5 | 27.8 | 21.3 | 18.7 | .0189 |
| • Fall River | 975,119 | 19,731 | 25.7 | 27.2 | 14.4 | 7.8 | .0345 |
| • New Bedford | 1,064,362 | 19,544 | 25.9 | 26.1 | 13.5 | 9.4 | .0370 |
| Taunton | 578,075 | 26,157 | 21.0 | 28.5 | 18.5 | 15.0 | .0181 |
| SUBURBAN TOTAL | 3,606,626 | 30,654 | 17.6 | 27.4 | 22.0 | 19.9 | .1213 |
| **PITTSFIELD** | **1,937,715** | **26,087** | **21.4** | **27.2** | **18.2** | **16.7** | **.0646** |
| Berkshire | 1,937,715 | 26,087 | 21.4 | 27.2 | 18.2 | 16.7 | .0646 |
| • Pittsfield | 703,644 | 26,232 | 21.1 | 26.1 | 16.9 | 18.5 | .0253 |
| SUBURBAN TOTAL | 1,234,071 | 26,008 | 21.6 | 27.8 | 18.9 | 15.6 | .0393 |
| **SPRINGFIELD** | **7,767,802** | **26,772** | **20.2** | **26.4** | **18.8** | **17.5** | **.2531** |
| Hampden | 5,922,094 | 26,605 | 19.9 | 25.9 | 18.7 | 17.7 | .1992 |
| Chicopee | 730,749 | 25,608 | 20.4 | 27.3 | 18.9 | 15.1 | .0240 |
| • Holyoke | 521,086 | 21,048 | 23.3 | 23.2 | 15.5 | 13.2 | .0206 |
| • Springfield | 1,771,776 | 22,387 | 22.5 | 25.8 | 16.0 | 13.4 | .0679 |
| • Westfield | 502,232 | 29,779 | 17.7 | 28.2 | 22.0 | 18.2 | .0169 |
| Hampshire | 1,845,708 | 27,317 | 21.1 | 27.8 | 19.3 | 16.9 | .0539 |
| • Northampton | 382,900 | 24,430 | 22.4 | 26.4 | 16.2 | 15.9 | .0128 |
| SUBURBAN TOTAL | 4,589,808 | 29,759 | 18.7 | 26.7 | 20.7 | 20.2 | .1349 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **9,599,738** | **30,028** | **18.8** | **25.0** | **20.5** | **21.6** | **.2863** |
| Worcester | 9,599,738 | 30,028 | 18.8 | 25.0 | 20.5 | 21.6 | .2863 |
| • Fitchburg | 515,402 | 24,837 | 22.8 | 25.1 | 18.3 | 15.5 | .0166 |
| • Leominster | 497,787 | 28,855 | 18.8 | 27.2 | 21.1 | 18.1 | .0157 |
| • Worcester | 2,157,208 | 24,685 | 22.0 | 25.3 | 16.6 | 16.9 | .0711 |
| SUBURBAN TOTAL | 6,429,341 | 32,933 | 17.1 | 24.7 | 22.2 | 24.3 | .1829 |
| **OTHER COUNTIES** | | | | | | | |
| Barnstable | 2,751,420 | 26,894 | 22.3 | 27.4 | 18.1 | 18.6 | .0943 |
| Dukes | 166,895 | 22,737 | 27.1 | 29.1 | 14.3 | 13.4 | .0062 |
| Franklin | 859,875 | 24,160 | 24.1 | 28.7 | 18.0 | 11.9 | .0268 |
| Nantucket | 114,453 | 32,654 | 17.6 | 26.8 | 23.2 | 22.1 | .0048 |
| **TOTAL METRO COUNTIES** | **88,435,275** | **31,513** | **17.6** | **23.6** | **19.2** | **25.6** | **2.6992** |
| **TOTAL STATE** | **92,327,918** | **31,202** | **17.9** | **23.8** | **19.1** | **25.2** | **2.8313** |

"The last time I looked at a Globe was in high school geography class."

| | Daily | Sunday |
|---|---|---|
| Telegram and Gazette/ Sunday Telegram | [illegible] | [illegible] |
| Boston Globe/Sunday Globe | [illegible] | [illegible] |

In the Worcester portion of the Boston ADI, people don't read The Boston Globe. They read the Worcester Telegram and Gazette. To reach this important market, call 508-793-9252.

TELEGRAM & GAZETTE

# Michigan

S&MM ESTIMATES

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANN ARBOR** | **272.2** | **.1108** | **28.6** | **19.5** | **23.4** | **18.3** | **16.6** | **100.1** | **1,921,173** | **288,502** | **201,850** | **288,943** | **129,989** | **439,163** | **56,378** |
| Washtenaw | 272.2 | .1108 | 28.6 | 19.5 | 23.4 | 18.3 | 16.6 | 100.1 | 1,921,173 | 288,502 | 201,850 | 288,943 | 129,989 | 439,163 | 56,378 |
| • Ann Arbor | 108.9 | .0443 | 27.3 | 26.6 | 25.5 | 15.8 | 14.5 | 41.2 | 994,069 | 137,732 | 112,598 | 153,028 | 79,183 | 176,601 | 30,165 |
| SUBURBAN TOTAL | 163.3 | .0665 | 29.6 | 14.7 | 22.1 | 20.0 | 18.0 | 58.9 | 927,104 | 150,770 | 89,252 | 135,915 | 50,806 | 262,562 | 26,213 |
| **BATTLE CREEK** | **138.5** | **.0564** | **33.0** | **10.4** | **16.7** | **19.7** | **26.9** | **52.4** | **814,120** | **157,576** | **75,701** | **132,826** | **27,480** | **171,095** | **35,823** |
| Calhoun | 138.5 | .0564 | 33.0 | 10.4 | 16.7 | 19.7 | 26.9 | 52.4 | 814,120 | 157,576 | 75,701 | 132,826 | 27,480 | 171,095 | 35,823 |
| • Battle Creek | 54.0 | .0220 | 32.9 | 11.2 | 17.5 | 15.3 | 29.4 | 22.0 | 281,228 | 49,155 | 25,172 | 33,656 | 4,518 | 71,329 | 14,361 |
| SUBURBAN TOTAL | 84.5 | .0344 | 33.7 | 9.8 | 16.2 | 22.5 | 25.4 | 30.4 | 532,892 | 108,421 | 50,529 | 99,170 | 22,962 | 99,766 | 21,462 |
| **BENTON HARBOR** | **166.6** | **.0678** | **32.2** | **10.1** | **16.7** | **19.4** | **25.9** | **62.0** | **871,966** | **153,555** | **84,972** | **139,449** | **25,774** | **177,249** | **29,234** |
| Berrien | 166.6 | .0678 | 32.2 | 10.1 | 16.7 | 19.4 | 25.9 | 62.0 | 871,966 | 153,555 | 84,972 | 139,449 | 25,774 | 177,249 | 29,234 |
| • Benton Harbor | 14.4 | .0059 | 23.3 | 10.8 | 13.9 | 14.6 | 18.9 | 4.7 | 212,616 | 14,037 | 16,693 | 57,876 | 6,784 | 62,968 | 2,828 |
| SUBURBAN TOTAL | 152.2 | .0619 | 32.9 | 10.0 | 16.9 | 19.8 | 26.7 | 57.3 | 659,350 | 139,518 | 68,279 | 81,573 | 18,990 | 114,281 | 26,406 |
| **DETROIT** | **4,358.9** | **1.7748** | **32.0** | **10.6** | **17.8** | **19.9** | **24.7** | **1,600.0** | **29,363,285** | **5,328,318** | **2,767,014** | **3,463,839** | **1,675,624** | **7,034,987** | **1,431,511** |
| Lapeer | 74.3 | .0303 | 29.5 | 9.6 | 18.1 | 21.7 | 18.3 | 23.6 | 244,163 | 51,981 | 15,419 | 16,611 | 5,658 | 84,484 | 12,697 |
| Livingston | 111.1 | .0452 | 30.6 | 8.7 | 18.6 | 23.7 | 18.2 | 35.9 | 393,221 | 68,020 | 30,760 | 81,470 | 13,040 | 96,984 | 16,591 |
| Macomb | 703.7 | .2865 | 31.8 | 11.0 | 17.6 | 21.7 | 22.6 | 250.5 | 5,446,804 | 911,294 | 486,955 | 671,498 | 286,595 | 1,459,705 | 241,745 |
| Roseville | 52.0 | .0212 | 30.9 | 12.2 | 18.8 | 17.9 | 24.3 | 18.8 | 625,250 | 107,710 | 50,448 | 132,059 | 22,700 | 118,720 | 28,712 |
| St. Clair Shores | 72.8 | .0296 | 36.6 | 10.9 | 15.0 | 19.7 | 32.5 | 27.6 | 394,106 | 82,974 | 52,072 | 31,593 | 16,962 | 80,290 | 24,626 |
| Sterling Heights | 112.8 | .0459 | 29.8 | 8.9 | 20.8 | 24.5 | 14.8 | 37.7 | 1,026,880 | 110,982 | 59,893 | 269,687 | 27,261 | 316,425 | 40,361 |
| Warren | 151.7 | .0618 | 34.0 | 12.1 | 14.0 | 23.1 | 25.4 | 54.3 | 1,295,250 | 247,082 | 147,927 | 105,723 | 86,167 | 317,037 | 53,746 |
| Monroe | 135.7 | .0553 | 30.4 | 10.2 | 17.4 | 20.7 | 21.3 | 46.0 | 543,134 | 134,229 | 50,023 | 34,656 | 16,641 | 157,453 | 17,273 |
| Oakland | 1,029.4 | .4191 | 32.6 | 10.1 | 18.4 | 21.7 | 23.9 | 385.7 | 9,798,028 | 1,535,312 | 912,059 | 1,214,563 | 637,499 | 2,445,843 | 462,457 |
| Farmington Hills | 65.8 | .0268 | 34.2 | 9.7 | 17.0 | 24.0 | 24.6 | 24.6 | 522,880 | 51,259 | 59,442 | 28,088 | 20,103 | 245,421 | 10,200 |
| • Pontiac | 71.4 | .0291 | 28.2 | 12.9 | 18.8 | 16.5 | 20.7 | 25.7 | 601,809 | 80,614 | 48,337 | 133,710 | 25,871 | 133,243 | 25,523 |
| Royal Oak | 66.7 | .0272 | 34.2 | 10.4 | 20.6 | 17.7 | 30.7 | 28.4 | 588,579 | [illegible] | 42,648 | 66,817 | 70,105 | 162,619 | 15,827 |
| Southfield | 73.2 | .0298 | 37.7 | 9.0 | 17.6 | 20.1 | 33.7 | 30.9 | 1,544,753 | 184,241 | 135,530 | 251,778 | 119,523 | 422,332 | 44,835 |
| Troy | 68.0 | .0277 | 32.1 | 7.5 | 20.6 | 26.4 | 17.5 | 24.8 | 1,265,437 | 120,938 | 88,083 | 265,829 | 78,677 | 378,039 | 45,076 |
| St. Clair | 144.3 | .0588 | 31.7 | 10.0 | 16.4 | 19.6 | 25.1 | 51.0 | 671,832 | 178,092 | 57,208 | 62,001 | 26,137 | 127,203 | 23,788 |
| • Port Huron | 34.7 | .0141 | 31.9 | 12.4 | 16.1 | 16.2 | 28.1 | 13.6 | 338,747 | 64,187 | 30,949 | 28,154 | 21,356 | 63,290 | 8,166 |
| Wayne | 2,160.4 | .8796 | 32.0 | 10.9 | 17.6 | 18.3 | 26.4 | 807.3 | 12,266,103 | 2,449,430 | 1,214,590 | 1,383,040 | 690,054 | 2,663,315 | 656,960 |
| • Dearborn | 86.1 | .0351 | 38.6 | 10.2 | 15.6 | 12.3 | 37.1 | 35.1 | 1,252,438 | 125,507 | 96,445 | 211,184 | 114,751 | 278,036 | 56,078 |
| Dearborn Heights | 61.8 | .0252 | 35.5 | 11.4 | 14.9 | 20.8 | 29.8 | 22.5 | 306,164 | 97,960 | 59,092 | 8,644 | 26,030 | 14,090 | 20,684 |
| • Detroit | 1,082.2 | .4406 | 31.4 | 10.9 | 17.6 | 16.6 | 27.1 | 415.0 | 4,132,519 | 960,369 | 486,658 | 214,746 | 183,219 | 921,353 | 235,219 |
| Lincoln Park | 42.9 | .0175 | 33.1 | 11.7 | 18.2 | 17.1 | 29.4 | 16.8 | 330,118 | 71,668 | 31,852 | 46,576 | 7,808 | 28,423 | 22,562 |
| Livonia | 100.3 | .0408 | 34.6 | 10.4 | 14.7 | 23.8 | 25.6 | 33.0 | 1,126,257 | 203,396 | 72,511 | 170,914 | 126,444 | 177,776 | 68,371 |
| Taylor | 72.2 | .0294 | 28.5 | 12.0 | 19.1 | 21.0 | 16.5 | 24.2 | 650,191 | 97,114 | 44,640 | 196,785 | 14,867 | 137,989 | 20,956 |
| Westland | 80.9 | .0329 | 30.2 | 12.4 | 19.8 | 21.2 | 19.5 | 29.3 | 613,223 | 154,270 | 54,041 | 94,073 | 17,939 | 105,995 | 29,832 |
| SUBURBAN TOTAL | 3,084.5 | 1.2559 | 32.1 | 10.4 | 17.9 | 21.3 | 23.6 | 1,112.6 | 23,037,772 | 4,097,641 | 2,104,625 | 2,876,045 | 1,330,427 | 5,639,095 | 1,106,525 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***4,631.1*** | ***1.8856*** | ***31.7*** | ***11.1*** | ***18.1*** | ***19.8*** | ***24.2*** | ***1,700.1*** | ***31,284,458*** | ***5,616,820*** | ***2,968,864*** | ***3,752,782*** | ***1,805,613*** | ***7,474,150*** | ***1,487,889*** |
| **FLINT** | **440.6** | **.1793** | **30.3** | **11.4** | **17.4** | **20.6** | **21.2** | **160.6** | **3,140,358** | **464,870** | **294,917** | **607,854** | **138,537** | **753,488** | **128,231** |
| Genesee | 440.6 | .1793 | 30.3 | 11.4 | 17.4 | 20.6 | 21.2 | 160.6 | 3,140,358 | 464,870 | 294,917 | 607,854 | 138,537 | 753,488 | 128,231 |
| • Flint | 147.7 | .0601 | 29.4 | 12.7 | 17.7 | 16.6 | 23.4 | 56.8 | 1,280,090 | 221,894 | 136,627 | 164,604 | 89,835 | 286,702 | 51,321 |
| SUBURBAN TOTAL | 292.9 | .1192 | 30.7 | 10.8 | 17.3 | 22.6 | 20.0 | 103.8 | 1,860,268 | 242,976 | 158,290 | 443,250 | 48,702 | 466,786 | 76,910 |
| **GRAND RAPIDS** | **654.9** | **.2666** | **30.6** | **12.3** | **18.1** | **18.9** | **23.1** | **236.9** | **4,400,314** | **661,403** | **401,821** | **624,161** | **313,012** | **1,098,232** | **105,189** |
| Kent | 480.8 | .1957 | 30.8 | 12.4 | 18.4 | 18.4 | 23.5 | 178.5 | 3,535,896 | 503,459 | 334,885 | 472,583 | 275,294 | 880,187 | 88,185 |
| • Grand Rapids | 191.2 | .0778 | 30.9 | 14.0 | 18.0 | 14.7 | 28.0 | 72.9 | 1,289,295 | 156,546 | 146,503 | 86,181 | 133,613 | 373,705 | 43,930 |
| Wyoming | 63.5 | .0259 | 30.1 | 13.6 | 20.1 | 17.8 | 22.4 | 24.8 | 555,664 | 66,968 | 53,930 | 90,289 | 47,262 | 109,005 | 9,118 |
| Ottawa | 174.1 | .0709 | 30.1 | 12.0 | 17.8 | 20.1 | 21.1 | 58.4 | 864,418 | 157,944 | 66,936 | 151,578 | 37,718 | 218,045 | 17,004 |
| • Holland | 29.5 | .0120 | 31.3 | 16.0 | 15.7 | 16.2 | 28.0 | 10.8 | 315,072 | 52,626 | 27,476 | 13,813 | 19,199 | 118,346 | 9,553 |
| SUBURBAN TOTAL | 434.2 | .1768 | 30.4 | 11.3 | 18.3 | 20.9 | 20.7 | 153.2 | 2,795,947 | 452,231 | 227,842 | 524,167 | 160,200 | 606,181 | 51,706 |
| **JACKSON** | **147.8** | **.0602** | **31.9** | **10.6** | **19.0** | **20.1** | **24.0** | **51.7** | **769,888** | **119,853** | **60,361** | **163,401** | **35,818** | **138,963** | **32,609** |
| Jackson | 147.8 | .0602 | 31.9 | 10.6 | 19.0 | 20.1 | 24.0 | 51.7 | 769,888 | 119,853 | 60,361 | 163,401 | 35,818 | 138,963 | 32,609 |
| • Jackson | 37.7 | .0153 | 31.2 | 12.4 | 17.3 | 15.2 | 28.2 | 15.0 | 310,560 | 37,842 | 30,119 | 41,972 | 22,613 | 56,921 | 13,480 |
| SUBURBAN TOTAL | 110.1 | .0449 | 32.1 | 10.0 | 19.8 | 21.7 | 22.5 | 36.7 | 459,328 | 82,011 | 30,242 | 121,429 | 13,205 | 82,042 | 19,129 |
| **KALAMAZOO** | **219.7** | **.0894** | **30.2** | **15.7** | **19.0** | **19.1** | **21.7** | **82.0** | **1,561,452** | **188,948** | **157,709** | **286,005** | **129,615** | **330,297** | **42,420** |
| Kalamazoo | 219.7 | .0894 | 30.2 | 15.7 | 19.0 | 19.1 | 21.7 | 82.0 | 1,561,452 | 188,948 | 157,709 | 286,005 | 129,615 | 330,297 | 42,420 |
| • Kalamazoo | 77.7 | .0316 | 27.6 | 24.0 | 18.8 | 13.7 | 22.4 | 29.0 | 624,486 | 71,126 | 79,319 | 17,183 | 40,318 | 183,223 | 21,430 |
| SUBURBAN TOTAL | 142.0 | .0578 | 31.6 | 11.2 | 19.1 | 22.1 | 21.4 | 53.0 | 936,966 | 117,822 | 78,390 | 268,822 | 89,297 | 147,074 | 20,990 |
| **LANSING - EAST LANSING** | **434.6** | **.1769** | **28.7** | **16.6** | **19.8** | **18.7** | **18.9** | **155.1** | **2,888,392** | **539,839** | **273,201** | **416,863** | **172,526** | **711,717** | **65,235** |
| Clinton | 57.5 | .0234 | 30.4 | 9.5 | 17.4 | 22.4 | 19.5 | 19.0 | 232,163 | 64,822 | 13,307 | 7,248 | 5,197 | 61,297 | 6,218 |
| Eaton | 95.9 | .0390 | 30.7 | 10.7 | 18.9 | 21.7 | 20.1 | 34.6 | 619,465 | 99,520 | 49,971 | 157,708 | 23,258 | 131,784 | 8,493 |
| Ingham | 281.2 | .1145 | 27.8 | 20.1 | 20.4 | 16.9 | 18.4 | 101.5 | 2,036,764 | 375,497 | 209,923 | 251,907 | 144,071 | 518,636 | 50,524 |
| • East Lansing | 48.0 | .0195 | 23.0 | 53.1 | 16.0 | 9.7 | 9.4 | 12.4 | 195,394 | 30,128 | 46,894 |  | 14,760 | 34,614 | 3,529 |
| • Lansing | 130.7 | .0532 | 29.2 | 13.8 | 22.3 | 16.3 | 20.6 | 52.0 | 1,179,703 | 198,293 | 97,537 | 133,443 | 93,329 | 395,246 | 27,138 |
| SUBURBAN TOTAL | 255.9 | .1042 | 30.5 | 11.2 | 19.1 | 21.5 | 19.8 | 90.7 | 1,513,295 | 311,418 | 128,770 | 283,420 | 64,437 | 281,857 | 34,568 |
| **MUSKEGON** | **159.0** | **.0648** | **31.8** | **10.7** | **16.7** | **18.6** | **26.0** | **57.6** | **807,682** | **155,012** | **82,731** | **154,904** | **39,476** | **157,267** | **30,459** |
| Muskegon | 159.0 | .0648 | 31.8 | 10.7 | 16.7 | 18.6 | 26.0 | 57.6 | 807,682 | 155,012 | 82,731 | 154,904 | 39,476 | 157,267 | 30,459 |
| • Muskegon | 40.1 | .0163 | 31.2 | 13.0 | 17.5 | 13.7 | 29.7 | 15.8 | 276,277 | 49,666 | 26,447 | 35,352 | 14,405 | 63,006 | 13,388 |
| SUBURBAN TOTAL | 118.9 | .0485 | 32.0 | 9.9 | 16.4 | 20.2 | 24.8 | 41.8 | 531,405 | 105,346 | 56,284 | 119,552 | 25,071 | 94,261 | 17,071 |
| **SAGINAW - BAY CITY - MIDLAND** | **408.5** | **.1663** | **30.7** | **10.9** | **17.4** | **19.9** | **22.7** | **144.9** | **2,748,197** | **460,864** | **258,467** | **494,243** | **159,045** | **612,233** | **88,157** |
| Bay | 114.4 | .0466 | 31.5 | 11.0 | 17.3 | 19.4 | 24.5 | 41.5 | 616,516 | 144,350 | 59,969 | 66,285 | 26,156 | 145,977 | 26,653 |

| MICH. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| • Bay City | 39.2 | .0160 | 32.4 | 12.1 | 16.7 | 16.1 | 29.7 | 15.4 | 287,296 | 51,222 | 23,868 | 33,072 | 11,135 | 74,372 | 12,128 |
| Midland | 75.3 | .0307 | 30.5 | 10.7 | 18.4 | 21.7 | 20.0 | 26.6 | 358,075 | 76,519 | 35,315 | 25,462 | 12,616 | 84,450 | 16,082 |
| • Midland | 36.8 | .0150 | 31.1 | 11.9 | 18.4 | 21.1 | 21.8 | 13.7 | 318,906 | 64,911 | 32,736 | 23,710 | 12,282 | 76,639 | 14,707 |
| Saginaw | 218.8 | .0890 | 30.5 | 10.9 | 17.3 | 19.6 | 22.5 | 76.8 | 1,773,606 | 239,995 | 163,383 | 402,496 | 120,273 | 381,806 | 45,422 |
| • Saginaw | 73.3 | .0298 | 29.5 | 11.9 | 17.8 | 15.0 | 25.2 | 27.3 | 419,653 | 64,956 | 40,322 | 42,111 | 14,458 | 120,108 | 18,266 |
| SUBURBAN TOTAL | 259.2 | .1055 | 30.8 | 10.3 | 17.4 | 21.7 | 20.9 | 88.5 | 1,722,342 | 281,775 | 161,741 | 395,350 | 121,170 | 341,114 | 43,056 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Alcona | 10.7 | .0043 | 42.1 | 6.7 | 10.8 | 18.2 | 41.0 | 4.3 | 22,036 | 2,805 | 2,108 | 578 | 95 | 10,510 | 253 |
| Alger | 8.9 | .0036 | 34.4 | 8.3 | 15.4 | 18.9 | 30.3 | 3.1 | 29,542 | 12,205 | 3,983 | 552 | 534 | 503 | 723 |
| Allegan | 89.3 | .0364 | 31.2 | 10.0 | 17.4 | 19.6 | 23.9 | 31.1 | 251,383 | 63,384 | 20,951 | 5,478 | 5,844 | 73,898 | 9,157 |
| Alpena | 31.2 | .0127 | 32.8 | 10.6 | 14.7 | 20.3 | 26.5 | 11.4 | 168,010 | 38,627 | 11,032 | 21,696 | 8,670 | 31,341 | 5,039 |
| Antrim | 17.5 | .0071 | 35.1 | 8.3 | 15.1 | 18.7 | 31.4 | 6.5 | 43,590 | 17,768 | 5,775 | 275 | 446 | 7,559 | 1,789 |
| Arenac | 15.5 | .0063 | 34.1 | 9.0 | 14.5 | 18.0 | 30.7 | 5.7 | 76,429 | 14,669 | 7,867 | 415 | 2,541 | 29,458 | 645 |
| Baraga | 8.2 | .0034 | 34.0 | 8.2 | 15.3 | 17.1 | 31.4 | 3.0 | 33,026 | 11,948 | 2,130 | 2,842 | 235 | 5,323 | 1,413 |
| Barry | 49.2 | .0200 | 32.5 | 8.9 | 16.9 | 21.4 | 24.4 | 17.3 | 119,916 | 32,887 | 12,125 | 1,054 | 2,005 | 22,767 | 5,179 |
| Benzie | 12.1 | .0049 | 35.1 | 9.0 | 15.2 | 19.7 | 30.3 | 4.5 | 46,688 | 12,360 | 2,998 | 1,273 | 1,342 | 13,393 | 1,855 |
| Branch | 41.2 | .0168 | 32.9 | 10.2 | 16.3 | 19.9 | 26.7 | 14.8 | 162,876 | 29,429 | 10,615 | 7,952 | 3,449 | 44,745 | 8,148 |
| Cass | 49.9 | .0203 | 33.0 | 8.9 | 16.6 | 20.4 | 26.3 | 18.3 | 107,414 | 19,778 | 9,418 | 3,758 | 2,957 | 43,559 | 3,770 |
| Charlevoix | 21.2 | .0086 | 33.0 | 9.6 | 16.5 | 19.8 | 26.9 | 8.2 | 105,881 | 26,496 | 10,716 | 1,872 | 5,454 | 24,341 | 5,930 |
| Cheboygan | 21.5 | .0088 | 34.4 | 8.5 | 15.0 | 19.0 | 30.0 | 8.2 | 126,791 | 33,120 | 14,662 | 7,499 | 2,428 | 22,987 | 3,651 |
| Chippewa | 28.8 | .0117 | 32.2 | 13.6 | 16.3 | 17.9 | 27.5 | 10.1 | 149,258 | 26,106 | 18,603 | 20,223 | 5,818 | 24,735 | 3,648 |
| Clare | 26.4 | .0108 | 36.5 | 8.4 | 13.4 | 18.3 | 33.8 | 10.2 | 120,681 | 38,685 | 9,031 | 852 | 3,442 | 26,734 | 6,394 |
| Crawford | 10.6 | .0043 | 33.7 | 9.0 | 15.1 | 19.4 | 28.6 | 3.7 | 45,490 | 9,973 | 5,104 | 4,210 | 529 | 8,724 | 1,162 |
| Delta | 38.5 | .0157 | 33.0 | 9.0 | 15.9 | 18.9 | 28.0 | 13.9 | 205,469 | 40,528 | 13,722 | 27,561 | 8,903 | 51,613 | 4,234 |
| Dickinson | 27.1 | .0110 | 36.5 | 8.7 | 15.1 | 17.6 | 34.2 | 10.7 | 165,166 | 34,482 | 13,595 | 18,260 | 12,675 | 26,797 | 5,239 |
| Emmet | 25.1 | .0103 | 32.7 | 10.1 | 17.6 | 19.0 | 26.9 | 9.3 | 185,035 | 35,299 | 19,959 | 8,580 | 14,966 | 41,902 | 4,150 |
| Gladwin | 22.7 | .0093 | 35.7 | 8.6 | 13.6 | 18.4 | 32.5 | 8.6 | 72,852 | 25,613 | 6,332 | 2,191 | 3,507 | 16,968 | 1,667 |
| Gogebic | 18.6 | .0076 | 41.3 | 8.0 | 12.4 | 16.5 | 41.0 | 7.5 | 109,502 | 22,723 | 8,863 | 15,519 | 6,018 | 23,232 | 3,694 |
| Grand Traverse | 61.2 | .0249 | 31.3 | 11.0 | 19.7 | 19.4 | 23.2 | 22.6 | 576,250 | 95,416 | 54,893 | 110,367 | 29,247 | 120,938 | 6,388 |
| Gratiot | 39.7 | .0161 | 31.5 | 11.5 | 15.6 | 18.9 | 25.6 | 14.0 | 222,495 | 51,766 | 17,871 | 28,690 | 4,608 | 51,302 | 7,087 |
| Hillsdale | 43.6 | .0178 | 32.4 | 10.9 | 15.5 | 19.2 | 26.8 | 15.1 | 166,234 | 42,094 | 14,449 | 10,074 | 5,914 | 45,766 | 6,806 |
| Houghton | 38.1 | .0155 | 31.8 | 19.8 | 12.9 | 14.6 | 31.3 | 13.5 | 156,850 | 43,142 | 11,335 | 16,287 | 5,379 | 28,118 | 5,486 |
| Huron | 36.6 | .0149 | 34.4 | 8.9 | 14.2 | 16.9 | 32.3 | 13.5 | 200,139 | 45,812 | 16,676 | 13,885 | 6,465 | 45,326 | 8,639 |
| Ionia | 54.7 | .0223 | 29.2 | 13.9 | 16.9 | 18.2 | 22.1 | 17.3 | 216,685 | 46,040 | 16,824 | 29,440 | 6,967 | 47,884 | 6,214 |
| Iosco | 30.2 | .0122 | 32.3 | 12.7 | 15.3 | 17.4 | 28.4 | 11.6 | 150,759 | 33,134 | 16,940 | 2,539 | 3,956 | 44,557 | 6,088 |
| Iron | 13.8 | .0057 | 43.6 | 6.8 | 12.3 | 16.0 | 43.5 | 5.7 | 52,907 | 17,337 | 4,072 | 2,953 | 1,601 | 8,104 | 2,955 |
| Isabella | 55.8 | .0227 | 24.6 | 28.3 | 16.0 | 15.0 | 17.4 | 17.5 | 243,436 | 45,947 | 21,459 | 19,886 | 11,448 | 49,188 | 7,233 |
| Kalkaska | 13.4 | .0055 | 31.6 | 8.8 | 16.8 | 18.3 | 26.0 | 4.8 | 56,343 | 11,625 | 5,559 | 48 | 617 | 19,536 | 364 |
| Keweenaw | 1.9 | .0008 | 46.7 | 6.0 | 13.0 | 15.4 | 47.1 | .7 | 5,618 | 1,929 | 1,463 | 1,005 | | | |
| Lake | 8.9 | .0036 | 42.2 | 6.3 | 11.6 | 16.4 | 41.6 | 3.7 | 18,766 | 7,550 | 4,087 | 655 | 132 | 777 | 426 |
| Leelanau | 15.8 | .0064 | 34.2 | 8.1 | 17.7 | 19.9 | 28.8 | 6.0 | 45,929 | 19,530 | 5,802 | 285 | 635 | 1,680 | 836 |
| Lenawee | 90.8 | .0370 | 31.6 | 10.3 | 16.9 | 19.5 | 24.8 | 31.5 | 395,713 | 73,341 | 39,455 | 76,828 | 10,795 | 98,065 | 12,283 |
| Luce | 6.5 | .0026 | 34.8 | 8.4 | 15.4 | 19.3 | 30.3 | 2.2 | 32,506 | 9,787 | 3,516 | 625 | 225 | 8,579 | 1,306 |
| Mackinac | 10.3 | .0042 | 35.2 | 8.2 | 14.5 | 18.5 | 31.8 | 3.8 | 68,605 | 20,614 | 10,873 | 770 | 484 | 5,962 | 1,400 |
| Manistee | 23.3 | .0095 | 35.8 | 9.0 | 14.9 | 18.4 | 32.5 | 9.4 | 97,773 | 27,185 | 8,595 | 7,417 | 3,479 | 19,241 | 4,180 |
| Marquette | 73.0 | .0297 | 28.8 | 16.3 | 20.0 | 17.2 | 20.3 | 25.3 | 314,268 | 77,304 | 25,779 | 21,265 | 17,851 | 70,462 | 9,061 |
| Mason | 27.5 | .0112 | 35.0 | 9.2 | 15.5 | 18.6 | 31.5 | 10.5 | 112,225 | 30,475 | 12,566 | 7,381 | 4,498 | 18,387 | 5,819 |
| Mecosta | 40.1 | .0164 | 24.9 | 28.4 | 13.6 | 14.7 | 21.4 | 12.6 | 189,605 | 45,451 | 22,621 | 16,583 | 6,076 | 38,488 | 4,560 |
| Menominee | 26.0 | .0105 | 33.5 | 9.4 | 15.6 | 17.7 | 30.0 | 9.6 | 68,977 | 15,292 | 7,526 | 16,667 | 1,536 | 11,885 | 475 |
| Missaukee | 11.4 | .0046 | 32.4 | 9.2 | 15.3 | 18.5 | 27.5 | 3.8 | 33,888 | 8,243 | 2,410 | 3,459 | 219 | 12,901 | 2,551 |
| Montcalm | 51.3 | .0209 | 32.6 | 9.5 | 15.3 | 19.1 | 27.2 | 18.3 | 259,502 | 53,664 | 15,735 | 30,091 | 12,713 | 65,732 | 8,746 |
| Montmorency | 8.3 | .0033 | 39.0 | 8.0 | 12.5 | 16.3 | 38.3 | 3.2 | 28,003 | 9,320 | 3,785 | 224 | 246 | 786 | 1,790 |
| Newaygo | 38.8 | .0158 | 33.7 | 8.5 | 14.8 | 19.3 | 28.8 | 14.3 | 105,949 | 26,183 | 8,980 | 5,821 | 2,552 | 22,566 | 4,767 |
| Oceana | 23.6 | .0096 | 32.8 | 8.9 | 15.0 | 19.4 | 27.3 | 8.3 | 63,856 | 23,816 | 6,012 | 2,419 | 1,036 | 13,186 | 1,741 |
| Ogemaw | 18.2 | .0074 | 36.1 | 8.5 | 13.6 | 18.2 | 33.2 | 6.8 | 104,590 | 27,105 | 10,803 | 8,560 | 1,971 | 17,067 | 3,775 |
| Ontonagon | 9.2 | .0037 | 37.0 | 6.5 | 13.6 | 20.6 | 32.3 | 3.5 | 39,821 | 9,906 | 2,402 | 1,493 | 220 | 13,071 | 1,249 |
| Osceola | 20.6 | .0084 | 33.2 | 8.8 | 15.1 | 18.9 | 28.4 | 7.5 | 102,984 | 31,098 | 6,196 | 2,023 | 750 | 20,617 | 4,174 |
| Oscoda | 7.3 | .0030 | 38.8 | 7.7 | 12.0 | 18.6 | 36.5 | 2.9 | 42,823 | 14,010 | 3,869 | 247 | 1,093 | 3,773 | 2,811 |
| Otsego | 16.8 | .0068 | 31.9 | 9.0 | 16.5 | 20.0 | 24.9 | 5.9 | 99,619 | 21,254 | 10,552 | 6,964 | 4,805 | 20,465 | 2,808 |
| Presque Isle | 14.4 | .0059 | 35.6 | 8.4 | 13.9 | 18.1 | 32.7 | 5.4 | 49,699 | 16,097 | 3,776 | 1,197 | 1,671 | 10,068 | 1,977 |
| Roscommon | 19.6 | .0080 | 42.0 | 7.6 | 12.1 | 16.6 | 41.8 | 8.2 | 104,447 | 28,113 | 9,472 | 2,619 | 1,972 | 26,192 | 3,714 |
| St. Joseph | 60.3 | .0245 | 32.3 | 9.7 | 16.9 | 19.1 | 26.3 | 22.2 | 288,362 | 84,705 | 17,005 | 15,496 | 8,815 | 76,869 | 10,737 |
| Sanilac | 41.8 | .0171 | 33.5 | 9.2 | 14.6 | 17.9 | 29.8 | 15.1 | 139,851 | 42,170 | 8,672 | 5,628 | 5,042 | 32,660 | 6,576 |
| Schoolcraft | 8.4 | .0034 | 35.3 | 8.3 | 14.6 | 17.5 | 32.8 | 3.0 | 31,997 | 7,466 | 3,118 | 1,293 | 1,284 | 7,122 | 1,269 |
| Shiawassee | 70.8 | .0288 | 30.4 | 9.9 | 17.3 | 20.7 | 21.4 | 24.1 | 278,013 | 67,353 | 20,950 | 20,992 | 9,193 | 62,266 | 11,412 |
| Tuscola | 56.9 | .0232 | 31.0 | 9.7 | 16.9 | 20.3 | 22.9 | 18.9 | 200,698 | 52,043 | 10,941 | 8,630 | 4,706 | 49,333 | 7,656 |
| Van Buren | 71.0 | .0289 | 32.4 | 9.1 | 16.6 | 19.2 | 26.4 | 25.8 | 252,107 | 73,473 | 19,990 | 12,012 | 5,309 | 69,683 | 8,505 |
| Wexford | 27.5 | .0112 | 33.4 | 9.2 | 15.5 | 18.7 | 28.8 | 10.3 | 153,703 | 31,938 | 15,212 | 10,129 | 7,333 | 38,243 | 5,470 |
| **TOTAL METRO COUNTIES** | **7,401.3** | **3.0133** | **31.3** | **11.6** | **18.1** | **19.7** | **23.6** | **2,703.3** | **49,286,827** | **8,518,740** | **4,658,944** | **6,772,488** | **2,846,896** | **11,624,691** | **2,045,246** |
| **TOTAL STATE** | **9,262.9** | **3.7712** | **31.5** | **11.5** | **17.6** | **19.5** | **24.3** | **3,372.1** | **57,405,857** | **10,456,353** | **5,370,774** | **7,448,075** | **3,131,597** | **13,473,025** | **2,312,320** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

## MICH.

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ANN ARBOR** | **3,807,866** | **28,636** | **19.7** | **26.4** | **19.7** | **19.8** | **.1189** |
| Washtenaw | 3,807,866 | 28,636 | 19.7 | 26.4 | 19.7 | 19.8 | .1189 |
| • Ann Arbor | 1,538,078 | 25,316 | 23.2 | 25.1 | 16.2 | 19.1 | .0522 |
| SUBURBAN TOTAL | 2,269,788 | 30,862 | 17.3 | 27.0 | 22.2 | 20.4 | .0667 |
| **BATTLE CREEK** | **1,851,019** | **27,731** | **20.1** | **26.1** | **19.0** | **18.6** | **.0560** |
| Calhoun | 1,851,019 | 27,731 | 20.1 | 26.1 | 19.0 | 18.6 | .0560 |
| • Battle Creek | 666,116 | 22,038 | 23.0 | 24.9 | 14.6 | 14.3 | .0203 |
| SUBURBAN TOTAL | 1,184,903 | 31,842 | 18.0 | 27.0 | 22.0 | 21.8 | .0357 |
| **BENTON HARBOR** | **1,911,618** | **23,411** | **23.6** | **27.4** | **17.7** | **11.8** | **.0602** |
| Berrien | 1,911,618 | 23,411 | 23.6 | 27.4 | 17.7 | 11.8 | .0602 |
| • Benton Harbor | 96,115 | 14,100 | 29.7 | 20.3 | 9.1 | 4.8 | .0068 |
| SUBURBAN TOTAL | 1,815,503 | 24,369 | 23.0 | 28.1 | 18.4 | 12.4 | .0534 |
| **DETROIT** | **60,321,339** | **29,535** | **17.4** | **25.5** | **20.2** | **20.6** | **1.8671** |
| Lapeer | 857,708 | 30,070 | 17.6 | 29.0 | 22.8 | 17.2 | .0242 |
| Livingston | 1,516,773 | 35,404 | 14.4 | 25.5 | 25.0 | 25.7 | .0404 |
| Macomb | 8,576,773 | 28,817 | 18.0 | 31.9 | 23.4 | 13.8 | .2970 |
| Roseville | 562,421 | 25,233 | 20.9 | 36.1 | 18.5 | 8.8 | .0232 |
| St. Clair Shores | 950,323 | 29,125 | 18.3 | 31.3 | 21.9 | 15.2 | .0284 |
| Sterling Heights | 1,409,565 | 32,932 | 13.8 | 35.2 | 30.1 | 15.1 | .0511 |
| Warren | 1,859,558 | 28,460 | 18.4 | 31.1 | 23.2 | 14.2 | .0685 |
| Monroe | 2,082,845 | 38,114 | 14.7 | 20.8 | 23.6 | 31.5 | .0542 |
| Oakland | 19,221,904 | 38,813 | 13.0 | 22.1 | 21.1 | 34.6 | .5743 |
| Farmington Hills | 1,417,526 | 46,602 | 9.7 | 18.5 | 20.3 | 45.2 | .0376 |
| • Pontiac | 845,170 | 25,060 | 18.5 | 25.0 | 15.3 | 16.4 | .0301 |
| Royal Oak | 1,225,829 | 35,592 | 15.7 | 24.1 | 22.6 | 28.3 | .0360 |
| Southfield | 1,606,930 | 40,266 | 13.5 | 21.2 | 19.6 | 37.6 | .0611 |
| Troy | 1,378,558 | 47,463 | 8.2 | 17.2 | 23.1 | 45.4 | .0516 |
| St. Clair | 1,762,976 | 27,674 | 19.3 | 27.2 | 20.5 | 16.4 | .0523 |
| • Port Huron | 409,822 | 22,174 | 22.5 | 25.1 | 16.2 | 12.1 | .0138 |
| Wayne | 26,302,360 | 25,263 | 19.5 | 25.1 | 18.3 | 15.6 | .8247 |
| • Dearborn | 1,316,145 | 29,676 | 19.8 | 23.8 | 20.1 | 21.5 | .0519 |
| Dearborn Heights | 913,230 | 35,883 | 15.2 | 27.1 | 24.2 | 23.7 | .0252 |
| • Detroit | 11,086,572 | 19,225 | 22.8 | 24.2 | 14.0 | 10.3 | .3414 |
| Lincoln Park | 562,923 | 28,768 | 19.7 | 33.2 | 22.8 | 14.6 | .0167 |
| Livonia | 1,527,768 | 40,139 | 10.1 | 23.6 | 28.6 | 31.1 | .0539 |
| Taylor | 848,500 | 30,191 | 16.3 | 29.9 | 25.4 | 14.8 | .0318 |
| Westland | 1,067,311 | 31,237 | 15.4 | 31.5 | 24.6 | 16.8 | .0352 |
| SUBURBAN TOTAL | 46,663,630 | 33,429 | 15.3 | 25.9 | 22.6 | 24.7 | 1.4273 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***64,129,205*** | ***29,484*** | ***17.6*** | ***25.5*** | ***20.1*** | ***20.6*** | ***1.9860*** |
| **FLINT** | **5,033,522** | **25,707** | **19.4** | **29.3** | **20.4** | **12.0** | **.1754** |
| Genesee | 5,033,522 | 25,707 | 19.4 | 29.3 | 20.4 | 12.0 | .1754 |
| • Flint | 1,536,497 | 21,114 | 22.1 | 27.8 | 15.6 | 8.7 | .0609 |
| SUBURBAN TOTAL | 3,497,025 | 28,155 | 17.9 | 30.1 | 23.0 | 13.8 | .1145 |
| **GRAND RAPIDS** | **8,724,348** | **29,025** | **19.4** | **28.6** | **20.7** | **17.8** | **.2749** |
| Kent | 6,398,654 | 27,921 | 20.3 | 28.5 | 19.7 | 16.8 | .2077 |
| • Grand Rapids | 2,319,532 | 23,319 | 23.8 | 27.6 | 16.3 | 13.0 | .0768 |
| Wyoming | 843,473 | 27,985 | 20.1 | 32.6 | 21.3 | 13.8 | .0291 |
| Ottawa | 2,325,694 | 32,297 | 16.5 | 29.1 | 23.7 | 20.9 | .0672 |
| • Holland | 403,175 | 27,445 | 22.6 | 27.5 | 20.5 | 16.6 | .0148 |
| SUBURBAN TOTAL | 6,001,641 | 31,587 | 17.0 | 29.2 | 22.8 | 20.2 | .1833 |
| **JACKSON** | **1,809,645** | **27,850** | **19.8** | **28.3** | **20.4** | **16.4** | **.0553** |
| Jackson | 1,809,645 | 27,850 | 19.8 | 28.3 | 20.4 | 16.4 | .0553 |
| • Jackson | 440,625 | 22,048 | 23.2 | 27.5 | 15.0 | 11.7 | .0160 |
| SUBURBAN TOTAL | 1,369,020 | 30,401 | 18.4 | 28.6 | 22.5 | 18.3 | .0393 |
| **KALAMAZOO** | **3,127,585** | **29,175** | **19.9** | **26.2** | **19.8** | **20.0** | **.0970** |
| Kalamazoo | 3,127,585 | 29,175 | 19.9 | 26.2 | 19.8 | 20.0 | .0970 |
| • Kalamazoo | 993,076 | 22,800 | 23.8 | 26.1 | 15.3 | 14.3 | .0340 |
| SUBURBAN TOTAL | 2,134,509 | 32,604 | 17.6 | 26.5 | 22.3 | 23.1 | .0630 |
| **LANSING - EAST LANSING** | **5,649,989** | **28,297** | **19.9** | **28.1** | **20.2** | **17.7** | **.1797** |
| Clinton | 646,755 | 28,668 | 17.9 | 32.9 | 23.0 | 13.7 | .0193 |
| Eaton | 1,209,558 | 28,982 | 18.8 | 30.5 | 22.7 | 15.4 | .0387 |
| Ingham | 3,793,676 | 27,902 | 20.7 | 26.2 | 18.8 | 19.3 | .1217 |
| • East Lansing | 539,338 | 22,359 | 25.7 | 19.8 | 13.7 | 21.3 | .0161 |
| • Lansing | 1,750,112 | 26,603 | 21.3 | 27.4 | 19.2 | 15.9 | .0609 |
| SUBURBAN TOTAL | 3,360,539 | 29,653 | 18.4 | 29.3 | 21.6 | 18.3 | .1027 |
| **MUSKEGON** | **1,819,245** | **24,602** | **22.9** | **28.6** | **18.0** | **12.9** | **.0571** |
| Muskegon | 1,819,245 | 24,602 | 22.9 | 28.6 | 18.0 | 12.9 | .0571 |
| • Muskegon | 413,296 | 18,841 | 27.3 | 26.6 | 12.6 | 8.0 | .0151 |
| SUBURBAN TOTAL | 1,405,949 | 27,025 | 21.3 | 29.2 | 20.0 | 14.8 | .0420 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **SAGINAW - BAY CITY - MIDLAND** | **4,884,856** | **26,992** | **18.8** | **27.8** | **20.0** | **15.1** | **.1630** |
| Bay | 1,306,200 | 25,761 | 19.7 | 28.7 | 19.5 | 12.1 | .0417 |
| • Bay City | 426,103 | 20,918 | 22.0 | 26.9 | 15.8 | 8.9 | .0154 |
| Midland | 1,200,694 | 36,556 | 14.9 | 21.1 | 22.6 | 30.1 | .0318 |
| • Midland | 684,575 | 39,708 | 13.7 | 18.8 | 21.6 | 35.6 | .0199 |
| Saginaw | 2,377,962 | 25,243 | 19.8 | 29.5 | 19.4 | 11.5 | .0895 |
| • Saginaw | 685,640 | 18,694 | 22.7 | 27.0 | 13.2 | 7.2 | .0248 |
| SUBURBAN TOTAL | 3,088,538 | 28,970 | 17.9 | 29.5 | 22.6 | 15.4 | .1029 |
| **OTHER COUNTIES** | | | | | | | |
| Alcona | 105,219 | 17,464 | 32.6 | 25.7 | 10.6 | 6.8 | .0030 |
| Alger | 86,930 | 22,803 | 24.1 | 30.4 | 16.3 | 8.7 | .0026 |
| Allegan | 1,143,612 | 29,243 | 19.7 | 27.6 | 21.8 | 18.0 | .0301 |
| Alpena | 323,417 | 22,307 | 23.8 | 29.7 | 16.0 | 9.0 | .0107 |
| Antrim | 140,963 | 16,310 | 32.3 | 27.4 | 8.4 | 3.7 | .0045 |
| Arenac | 129,693 | 16,600 | 31.3 | 25.9 | 10.6 | 4.5 | .0049 |
| Baraga | 70,849 | 16,859 | 28.3 | 26.9 | 11.4 | 4.5 | .0024 |
| Barry | 539,505 | 25,290 | 22.6 | 31.9 | 18.6 | 10.7 | .0147 |
| Benzie | 128,845 | 21,713 | 27.1 | 29.7 | 14.8 | 9.9 | .0039 |
| Branch | 436,418 | 22,875 | 25.7 | 30.8 | 16.6 | 9.4 | .0135 |
| Cass | 565,588 | 24,318 | 23.7 | 30.1 | 18.1 | 11.4 | .0149 |
| Charlevoix | 197,279 | 17,723 | 29.3 | 26.5 | 12.5 | 5.1 | .0070 |
| Cheboygan | 185,714 | 17,107 | 31.1 | 27.9 | 10.4 | 3.8 | .0070 |
| Chippewa | 238,363 | 16,795 | 29.3 | 26.5 | 10.7 | 4.6 | .0090 |
| Clare | 235,899 | 15,861 | 33.2 | 23.1 | 10.4 | 6.0 | .0082 |
| Crawford | 114,326 | 20,615 | 31.0 | 23.5 | 15.5 | 12.3 | .0035 |
| Delta | 422,030 | 23,784 | 22.7 | 27.4 | 18.2 | 11.6 | .0136 |
| Dickinson | 253,910 | 18,020 | 26.5 | 29.0 | 11.6 | 4.7 | .0095 |
| Emmet | 257,086 | 20,387 | 26.4 | 28.0 | 14.2 | 8.6 | .0097 |
| Gladwin | 227,606 | 18,810 | 29.1 | 24.0 | 15.2 | 8.3 | .0068 |
| Gogebic | 153,745 | 14,769 | 34.5 | 24.4 | 7.3 | 2.8 | .0060 |
| Grand Traverse | 690,034 | 22,971 | 25.0 | 29.9 | 16.9 | 10.4 | .0270 |
| Gratiot | 510,462 | 27,758 | 20.9 | 25.3 | 20.1 | 18.5 | .0155 |
| Hillsdale | 401,421 | 20,259 | 27.5 | 30.3 | 13.3 | 7.0 | .0130 |
| Houghton | 329,697 | 16,819 | 30.7 | 26.1 | 9.9 | 5.7 | .0114 |
| Huron | 368,011 | 20,224 | 27.7 | 28.2 | 14.0 | 8.3 | .0125 |
| Ionia | 613,773 | 28,264 | 20.0 | 27.3 | 21.0 | 17.0 | .0182 |
| Iosco | 277,316 | 16,665 | 34.9 | 26.0 | 10.3 | 4.8 | .0098 |
| Iron | 126,853 | 15,823 | 29.4 | 24.7 | 11.4 | 3.8 | .0041 |
| Isabella | 650,383 | 25,798 | 23.5 | 27.5 | 16.3 | 18.4 | .0194 |
| Kalkaska | 113,182 | 17,793 | 30.1 | 27.8 | 11.9 | 4.5 | .0039 |
| Keweenaw | 14,957 | 15,455 | 33.1 | 22.6 | 9.0 | 4.6 | .0005 |
| Lake | 61,943 | 11,784 | 31.3 | 18.1 | 5.8 | 1.9 | .0021 |
| Leelanau | 173,252 | 21,763 | 27.1 | 31.5 | 13.3 | 9.5 | .0048 |
| Lenawee | 1,012,871 | 25,597 | 22.4 | 30.9 | 20.4 | 11.2 | .0309 |
| Luce | 56,540 | 18,943 | 30.6 | 27.8 | 13.5 | 5.5 | .0021 |
| Mackinac | 85,108 | 17,248 | 32.1 | 28.6 | 10.4 | 3.3 | .0034 |
| Manistee | 229,642 | 18,600 | 27.3 | 29.7 | 11.1 | 5.7 | .0074 |
| Marquette | 770,956 | 23,707 | 24.6 | 29.6 | 18.7 | 9.0 | .0240 |
| Mason | 279,691 | 20,347 | 26.8 | 30.4 | 13.6 | 6.8 | .0089 |
| Mecosta | 325,752 | 17,284 | 31.3 | 25.5 | 11.5 | 5.7 | .0121 |
| Menominee | 217,110 | 18,053 | 29.7 | 30.7 | 9.8 | 3.6 | .0068 |
| Missaukee | 81,952 | 16,154 | 34.2 | 26.8 | 8.6 | 3.1 | .0028 |
| Montcalm | 555,817 | 23,328 | 24.0 | 28.8 | 17.4 | 11.2 | .0179 |
| Montmorency | 71,441 | 15,832 | 32.9 | 24.3 | 9.1 | 5.0 | .0022 |
| Newaygo | 373,893 | 19,829 | 26.9 | 28.2 | 14.6 | 6.9 | .0110 |
| Oceana | 246,189 | 22,310 | 24.7 | 29.2 | 15.7 | 10.4 | .0070 |
| Ogemaw | 139,658 | 13,992 | 31.4 | 22.1 | 8.4 | 4.0 | .0056 |
| Ontonagon | 70,711 | 15,247 | 29.6 | 27.7 | 7.6 | 2.2 | .0027 |
| Osceola | 224,730 | 22,719 | 25.6 | 28.7 | 16.1 | 11.5 | .0072 |
| Oscoda | 52,173 | 13,078 | 33.9 | 22.8 | 4.6 | 2.2 | .0022 |
| Otsego | 189,980 | 24,189 | 26.1 | 31.2 | 16.8 | 12.7 | .0062 |
| Presque Isle | 106,056 | 14,007 | 26.9 | 25.3 | 6.3 | 3.7 | .0039 |
| Roscommon | 182,069 | 15,757 | 34.4 | 22.8 | 9.6 | 5.3 | .0064 |
| St. Joseph | 777,681 | 27,018 | 22.6 | 29.1 | 18.9 | 17.1 | .0226 |
| Sanilac | 403,171 | 19,890 | 28.8 | 28.6 | 13.8 | 7.3 | .0124 |
| Schoolcraft | 89,119 | 21,983 | 27.0 | 26.0 | 17.5 | 10.8 | .0028 |
| Shiawassee | 816,095 | 28,289 | 19.6 | 29.7 | 21.6 | 14.4 | .0239 |
| Tuscola | 601,785 | 25,713 | 22.3 | 28.9 | 20.1 | 12.3 | .0179 |
| Van Buren | 668,938 | 19,985 | 26.3 | 28.9 | 14.7 | 6.4 | .0211 |
| Wexford | 253,293 | 17,855 | 31.6 | 27.2 | 10.6 | 6.9 | .0092 |
| **TOTAL METRO COUNTIES** | **98,941,032** | **28,643** | **18.4** | **26.5** | **20.1** | **18.9** | **3.1046** |
| **TOTAL STATE** | **118,111,734** | **27,073** | **20.0** | **26.9** | **19.1** | **17.0** | **3.7129** |

# Minnesota

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DULUTH** | **247.6** | **.1008** | **32.8** | **12.1** | **17.0** | **17.3** | **28.9** | **94.2** | **1,533,837** | **323,553** | **159,102** | **229,951** | **62,507** | **236,693** | **44,331** |
| St. Louis | 205.8 | .0838 | 32.8 | 12.2 | 16.9 | 17.4 | 28.8 | 78.0 | 1,322,855 | 286,532 | 124,690 | 207,146 | 57,594 | 202,165 | 38,436 |
| • Duluth | 82.7 | .0337 | 32.9 | 14.7 | 16.8 | 16.0 | 30.5 | 32.5 | 662,630 | 124,472 | 67,483 | 136,178 | 35,632 | 84,514 | 20,351 |
| *Douglas, Wisc.* | *41.8* | *.0170* | *33.0* | *11.7* | *16.7* | *17.0* | *29.6* | *16.2* | *210,982* | *37,021* | *34,412* | *22,805* | *4,913* | *34,528* | *5,895* |
| *• Superior* | *27.1* | *.0110* | *33.0* | *13.4* | *16.7* | *15.6* | [illegible] | *11.2* | *187,372* | *33,354* | *26,932* | *21,615* | *4,544* | *34,258* | *5,856* |
| SUBURBAN TOTAL | 137.8 | .0561 | 32.7 | 10.3 | 17.0 | 18.5 | 27.6 | 50.5 | 683,835 | 165,727 | 64,687 | 72,158 | 22,331 | 117,921 | 18,124 |
| **FARGO - MOORHEAD** | **149.8** | **.0609** | **29.2** | **18.0** | **19.3** | **17.0** | **21.8** | **55.4** | **1,044,098** | **152,222** | **102,110** | **151,400** | **45,292** | **271,838** | **19,354** |
| Clay | 48.6 | .0197 | 28.1 | 21.2 | 15.7 | 16.7 | 22.6 | 16.9 | 242,634 | 59,720 | 28,936 | 13,036 | 18,042 | 38,268 | 8,017 |
| • Moorhead | 28.9 | .0118 | 25.7 | 29.0 | 15.1 | 14.6 | 21.3 | 9.9 | 187,776 | 51,665 | 22,715 | 9,971 | 15,558 | 29,472 | 7,171 |
| *Cass, N. D.* | *101.2* | *.0412* | *29.5* | *16.4* | *21.1* | *17.1* | *21.3* | *38.5* | *801,464* | *92,502* | *73,174* | *138,364* | *27,250* | *233,570* | *11,337* |
| *• Fargo* | *70.1* | *.0285* | *29.3* | *19.5* | *21.1* | *16.1* | *21.9* | *27.7* | *730,097* | *79,267* | *65,250* | *137,050* | *26,243* | *218,574* | *10,412* |
| SUBURBAN TOTAL | 50.8 | .0206 | 30.5 | 9.7 | 19.1 | 19.5 | 21.8 | 17.8 | 126,225 | 21,290 | 14,145 | 4,379 | 3,491 | 23,792 | 1,771 |
| **MINNEAPOLIS - ST. PAUL** | **2,336.4** | **.9513** | **31.2** | **11.6** | **20.0** | **20.4** | **22.0** | **885.6** | **17,640,652** | **3,028,422** | **1,761,333** | **2,895,625** | **738,118** | **4,004,804** | **433,144** |
| Anoka | 224.5 | .0914 | 28.5 | 10.6 | 20.5 | 23.3 | 13.4 | 74.1 | 1,132,965 | 170,045 | 104,901 | 242,345 | 33,726 | 260,551 | 24,201 |
| Carver | 42.9 | .0175 | 30.0 | 11.5 | 18.2 | 20.6 | 20.3 | 14.6 | 135,436 | 31,197 | 12,838 | 3,135 | 3,737 | 35,350 | 3,846 |
| Chisago | 29.1 | .0119 | 31.8 | 8.6 | 16.1 | 20.3 | 24.6 | 9.6 | 120,197 | 28,236 | 7,315 | 1,075 | 2,943 | 40,521 | 2,862 |
| Dakota | 235.8 | .0960 | 29.5 | 10.2 | 20.2 | 22.9 | 16.0 | 82.5 | 1,467,380 | 250,241 | 122,805 | 263,336 | 55,858 | 313,110 | 34,112 |
| Hennepin | 1,001.4 | .4077 | 32.4 | 12.2 | 20.8 | 19.7 | 24.9 | 411.0 | 9,184,604 | 1,552,814 | 950,790 | 1,591,866 | 423,741 | 2,064,028 | 227,108 |
| • Bloomington | 89.3 | .0364 | 32.6 | 11.7 | 17.9 | 25.6 | 20.1 | 33.2 | 999,669 | 97,188 | 132,362 | 163,310 | 31,864 | 306,247 | 19,022 |
| Brooklyn Park | 54.1 | .0220 | 27.3 | 13.9 | 25.8 | 20.6 | 9.5 | 20.1 | 174,442 | 35,589 | 23,907 |  | 7,164 | 37,767 | 5,902 |
| Edina | 48.1 | .0196 | 40.7 | 7.7 | 12.4 | 23.9 | 35.5 | 19.8 | 869,291 | 133,034 | 29,404 | 258,552 | 101,284 | 101,374 | 4,707 |
| • Minneapolis | 370.2 | .1507 | 32.7 | 14.9 | 23.2 | 14.1 | 30.6 | 171.8 | 2,670,786 | 466,156 | 381,052 | 473,946 | 126,673 | 358,831 | 107,877 |
| St. Louis Park | 44.3 | .0180 | 34.8 | 11.3 | 20.8 | 18.4 | 31.2 | 19.3 | 457,528 | 115,422 | 50,952 | 87,197 | 20,669 | 60,028 | 14,723 |
| Isanti | 27.2 | .0111 | 30.8 | 8.9 | 17.4 | 21.1 | 21.7 | 9.2 | 67,824 | 15,991 | 4,565 | 3,595 | 2,661 | 17,054 | 3,077 |
| Ramsey | 476.9 | .1942 | 31.7 | 13.2 | 19.3 | 18.1 | 25.6 | 187.3 | 4,178,822 | 628,478 | 416,750 | 722,594 | 187,838 | 965,078 | 96,915 |
| • St. Paul | 274.7 | .1118 | 32.3 | 13.6 | 19.5 | 15.2 | 29.6 | 114.4 | 2,180,704 | 361,537 | 252,362 | 423,146 | 79,666 | 359,005 | 56,689 |
| Scott | 53.9 | .0219 | 29.3 | 9.9 | 18.7 | 21.8 | 17.6 | 17.3 | 261,190 | 49,990 | 27,077 | 14,412 | 3,240 | 71,987 | 6,181 |
| Washington | 130.5 | .0531 | 29.8 | 9.3 | 19.6 | 24.0 | 15.7 | 42.9 | 598,009 | 193,294 | 66,714 | 29,182 | 13,609 | 96,518 | 19,047 |
| Wright | 66.1 | .0269 | 29.7 | 9.4 | 17.4 | 19.5 | 21.3 | 20.6 | 291,099 | 73,845 | 27,025 | 2,772 | 6,329 | 80,317 | 9,549 |
| *St. Croix, Wisc.* | *48.1* | *.0196* | *30.6* | *10.3* | *18.0* | *20.0* | *22.1* | *16.5* | *203,126* | *34,291* | *20,553* | *21,313* | *4,436* | *60,290* | *6,246* |
| SUBURBAN TOTAL | 1,602.2 | .6524 | 30.5 | 10.5 | 19.5 | 22.4 | 18.9 | 566.2 | 11,789,493 | 2,103,541 | 995,557 | 1,835,223 | 499,915 | 2,980,721 | 249,556 |
| **ROCHESTER** | **98.4** | **.0401** | **30.9** | **11.9** | **19.2** | **21.3** | **20.9** | **36.8** | **844,654** | **141,559** | **65,696** | **142,389** | **36,612** | **209,738** | **23,799** |
| Olmsted | 98.4 | .0401 | 30.9 | 11.9 | 19.2 | 21.3 | 20.9 | 36.8 | 844,654 | 141,559 | 65,696 | 142,389 | 36,612 | 209,738 | 23,799 |
| • Rochester | 59.1 | .0241 | 31.2 | 13.4 | 20.4 | 19.7 | 22.5 | 23.7 | 722,698 | 127,673 | 60,247 | 137,724 | 35,193 | 161,354 | 21,005 |
| SUBURBAN TOTAL | 39.3 | .0160 | 30.5 | 9.5 | 17.5 | 23.7 | 18.4 | 13.1 | 121,956 | 13,886 | 5,449 | 4,665 | 1,419 | 48,384 | 2,794 |
| **ST. CLOUD** | **181.7** | **.0741** | **28.0** | **15.5** | **16.9** | **17.1** | **21.0** | **57.9** | **1,495,618** | **200,952** | **88,820** | **139,414** | **42,475** | **232,331** | **24,012** |
| Benton | 28.2 | .0115 | 29.2 | 11.9 | 18.7 | 16.6 | 22.6 | 9.8 | 87,898 | 25,443 | 10,885 | 2,841 | 2,705 | 9,301 | 1,327 |
| Sherburne | 37.2 | .0152 | 28.6 | 11.2 | 19.3 | 19.7 | 17.9 | 11.6 | 106,297 | 25,721 | 7,431 | 5,508 | 1,371 | 35,856 | 1,142 |
| Stearns | 116.3 | .0474 | 27.3 | 17.7 | 15.8 | 16.4 | 21.6 | 36.5 | 1,301,423 | 149,788 | 70,504 | 131,065 | 38,399 | 187,174 | 21,543 |
| • St. Cloud | 43.4 | .0177 | 27.1 | 26.0 | 16.8 | 13.7 | 23.0 | 14.9 | 1,042,699 | 90,506 | 47,922 | 111,085 | 21,593 | 132,762 | 11,626 |
| SUBURBAN TOTAL | 138.3 | .0564 | 28.2 | 12.2 | 17.0 | 18.2 | 20.3 | 43.0 | 452,919 | 110,446 | 40,898 | 28,329 | 20,882 | 99,569 | 12,386 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aitkin | 14.2 | .0057 | 38.8 | 7.2 | 13.1 | 17.2 | 37.6 | 5.4 | 58,739 | 14,632 | 7,776 | 3,493 | 844 | 13,259 | 2,622 |
| Becker | 30.8 | .0126 | 33.0 | 9.1 | 15.1 | 17.9 | 29.2 | 11.0 | 126,830 | 26,224 | 10,130 | 8,691 | 6,195 | 27,760 | 4,502 |
| Beltrami | 34.2 | .0139 | 29.2 | 16.2 | 16.3 | 17.2 | 23.3 | 11.6 | 239,909 | 47,604 | 22,677 | 21,335 | 9,353 | 46,974 | 4,520 |
| Big Stone | 7.5 | .0030 | 39.1 | 7.8 | 12.7 | 17.1 | 37.7 | 2.8 | 33,034 | 7,394 | 2,208 | 658 | 171 | 4,994 | 1,057 |
| Blue Earth | 52.0 | .0212 | 29.2 | 19.7 | 17.3 | 15.5 | 24.6 | 18.6 | 402,975 | 72,843 | 34,484 | 50,034 | 23,465 | 94,724 | 19,013 |
| Brown | 27.9 | .0114 | 33.6 | 11.2 | 14.5 | 17.1 | 30.9 | 10.2 | 169,831 | 40,888 | 15,055 | 16,209 | 7,274 | 40,615 | 4,616 |
| Carlton | 30.3 | .0123 | 33.3 | 8.7 | 16.0 | 19.4 | 27.9 | 10.6 | 136,450 | 41,798 | 9,706 | 7,978 | 3,023 | 25,833 | 5,358 |
| Cass | 22.5 | .0091 | 38.3 | 6.7 | 12.9 | 18.1 | 36.2 | 8.3 | 97,192 | 28,216 | 7,541 | 1,518 | 693 | 19,457 | 1,564 |
| Chippewa | 14.2 | .0058 | 36.1 | 8.5 | 14.7 | 16.8 | 34.4 | 5.5 | 76,005 | 15,299 | 6,740 | 7,375 | 4,174 | 14,372 | 2,520 |
| Clearwater | 9.0 | .0037 | 35.3 | 8.1 | 12.5 | 18.5 | 32.0 | 3.1 | 29,579 | 7,201 | 1,582 | 3,260 | 848 | 5,038 | 618 |
| Cook | 4.2 | .0017 | 35.9 | 8.0 | 17.5 | 20.6 | 30.7 | 1.8 | 27,778 | 6,857 | 2,232 | 3,266 | 288 | 2,188 | 358 |
| Cottonwood | 13.9 | .0057 | 36.5 | 7.9 | 14.2 | 17.2 | 34.7 | 5.2 | 84,554 | 16,173 | 5,375 | 6,771 | 4,773 | 21,512 | 2,505 |
| Crow Wing | 46.5 | .0189 | 35.1 | 8.7 | 14.9 | 18.4 | 31.7 | 17.6 | 318,903 | 62,607 | 30,086 | 43,771 | 16,396 | 69,933 | 5,983 |
| Dodge | 15.6 | .0064 | 31.9 | 9.0 | 16.5 | 18.9 | 26.0 | 5.3 | 33,920 | 10,009 | 3,465 | 2,672 | 437 | 5,229 | 1,122 |
| Douglas | 30.3 | .0123 | 34.2 | 11.0 | 14.3 | 17.6 | 31.3 | 11.4 | 183,700 | 43,501 | 13,225 | 10,224 | 13,509 | 30,511 | 5,860 |
| Faribault | 18.5 | .0075 | 37.3 | 8.6 | 13.6 | 17.4 | 35.5 | 7.3 | 95,410 | 18,399 | 6,311 | 1,507 | 2,261 | 21,011 | 3,663 |
| Fillmore | 21.2 | .0087 | 37.0 | 7.9 | 13.6 | 17.6 | 35.0 | 7.8 | 131,510 | 34,256 | 5,708 | 1,534 | 3,202 | 41,952 | 2,823 |
| Freeborn | 34.7 | .0141 | 35.2 | 9.1 | 15.0 | 18.7 | 31.5 | 13.4 | 253,594 | 47,216 | 20,452 | 20,509 | 13,073 | 72,752 | 9,386 |
| Goodhue | 40.3 | .0164 | 34.2 | 8.8 | 15.5 | 18.7 | 30.1 | 14.6 | 249,157 | 66,115 | 21,459 | 8,482 | 8,102 | 69,567 | 8,749 |
| Grant | 7.1 | .0029 | 39.7 | 7.2 | 12.8 | 17.1 | 38.8 | 2.6 | 20,371 | 2,941 | 1,614 | 447 | 428 | 8,872 | 1,069 |
| Houston | 19.3 | .0078 | 33.5 | 9.1 | 15.8 | 17.7 | 29.9 | 6.4 | 57,922 | 24,377 | 4,476 | 790 | 689 | 7,990 | 1,407 |
| Hubbard | 15.7 | .0064 | 36.0 | 7.5 | 14.0 | 19.1 | 32.3 | 5.7 | 57,856 | 10,913 | 3,356 | 4,724 | 1,582 | 11,093 | 1,519 |
| Itasca | 44.3 | .0180 | 32.6 | 9.0 | 16.6 | 18.6 | 27.4 | 16.2 | 180,349 | 42,167 | 13,438 | 11,079 | 3,026 | 42,633 | 7,287 |
| Jackson | 12.9 | .0053 | 35.1 | 10.4 | 14.2 | 17.0 | 33.2 | 4.8 | 53,197 | 7,189 | 5,336 | 1,557 | 1,935 | 19,217 | 1,512 |
| Kanabec | 12.6 | .0051 | 33.7 | 8.5 | 14.1 | 19.5 | 28.7 | 4.6 | 51,127 | 16,453 | 4,742 | 1,055 | 1,059 | 11,092 | 1,243 |
| Kandiyohi | 38.7 | .0158 | 32.4 | 12.0 | 16.5 | 17.2 | 28.5 | 14.1 | 259,029 | 41,652 | 20,503 | 30,718 | 17,458 | 65,111 | 4,943 |
| Kittson | 6.3 | .0025 | 37.8 | 7.6 | 14.5 | 17.2 | 36.3 | 2.4 | 26,852 | 7,804 | 1,628 | 194 | 498 | 4,626 | 404 |
| Koochiching | 16.1 | .0066 | 32.6 | 9.3 | 16.3 | 19.2 | 26.9 | 5.8 | 81,459 | 17,598 | 7,502 | 10,191 | 1,048 | 11,635 | 3,740 |
| Lac qui Parle | 9.9 | .0040 | 38.4 | 8.2 | 13.2 | 16.5 | 37.4 | 3.7 | 37,076 | 7,743 | 2,750 | 1,493 | 2,158 | 7,256 | 1,089 |
| Lake | 11.9 | .0049 | 33.8 | 9.3 | 16.2 | 21.4 | 26.7 | 4.3 | 56,950 | 8,133 | 3,890 | 1,008 | 202 | 25,657 | 764 |
| Lake of the Woods | 4.0 | .0016 | 37.5 | 7.7 | 12.9 | 20.2 | 33.5 | 1.5 | 19,488 | 4,619 | 1,900 | 1,293 | 91 | 1,200 | 422 |
| Le Sueur | 23.9 | .0097 | 33.2 | 9.0 | 14.8 | 18.6 | 28.8 | 8.7 | 88,046 | 17,241 | 12,389 | 2,453 | 3,579 | 18,585 | 3,392 |

**MINN.** (cont.)

| | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Lincoln | 7.7 | .0032 | 37.9 | 7.4 | 12.1 | 17.5 | 36.1 | 2.8 | 14,835 | 3,254 | 885 | 208 | 499 | 4,084 | 713 |
| Lyon | 25.3 | .0103 | 31.4 | 13.8 | 15.2 | 16.7 | 27.8 | 9.0 | 152,414 | 33,520 | 12,403 | 18,426 | 4,980 | 32,720 | 3,113 |
| McLeod | 31.1 | .0126 | 33.1 | 9.3 | 16.2 | 18.6 | 28.3 | 11.3 | 204,378 | 39,250 | 16,051 | 21,639 | 8,026 | 54,833 | 4,286 |
| Mahnomen | 5.2 | .0021 | 33.2 | 7.9 | 12.1 | 17.4 | 30.4 | 1.7 | 17,363 | 5,576 | 1,617 | 1,119 | 240 | 2,730 | 749 |
| Marshall | 12.5 | .0051 | 34.1 | 7.8 | 14.2 | 17.6 | 31.2 | 4.5 | 24,131 | 4,499 | 2,491 | 423 | 353 | 10,115 | 520 |
| Martin | 24.4 | .0100 | 35.3 | 9.3 | 15.3 | 17.4 | 33.0 | 9.6 | 131,904 | 25,847 | 11,493 | 14,792 | 7,591 | 34,342 | 4,739 |
| Meeker | 21.5 | .0087 | 34.4 | 8.4 | 14.7 | 17.2 | 32.0 | 7.8 | 93,082 | 15,297 | 10,062 | 5,260 | 3,531 | 21,385 | 2,209 |
| Mille Lacs | 18.9 | .0077 | 34.5 | 8.5 | 14.2 | 18.0 | 31.2 | 6.9 | 90,388 | 28,749 | 5,354 | 5,141 | 5,290 | 8,377 | 2,340 |
| Morrison | 30.7 | .0125 | 31.9 | 8.8 | 14.0 | 17.1 | 28.6 | 10.3 | 150,347 | 38,367 | 10,683 | 3,378 | 4,612 | 26,089 | 7,574 |
| Mower | 38.6 | .0157 | 36.6 | 9.0 | 13.9 | 17.4 | 34.6 | 15.0 | 247,181 | 43,860 | 24,697 | 20,228 | 12,453 | 63,824 | 9,167 |
| Murray | 10.6 | .0043 | 35.0 | 8.1 | 14.0 | 16.6 | 38.3 | 3.9 | 48,990 | 6,865 | 3,547 | 3,623 | 1,729 | 9,288 | 5,408 |
| Nicollet | 29.8 | .0122 | 29.7 | 16.3 | 17.3 | 17.0 | 22.9 | 9.9 | 98,188 | 23,520 | 14,304 | 725 | 2,387 | 30,068 | 1,765 |
| Nobles | 20.4 | .0083 | 34.6 | 10.0 | 14.1 | 17.9 | 31.6 | 7.6 | 164,504 | 31,069 | 14,104 | 8,605 | 13,592 | 37,966 | 6,160 |
| Norman | 8.7 | .0035 | 39.0 | 7.0 | 12.5 | 16.8 | 38.0 | 3.2 | 23,729 | 6,186 | 1,268 | 147 | 274 | 8,644 | 1,014 |
| Otter Tail | 53.9 | .0219 | 37.0 | 8.6 | 13.8 | 18.0 | 34.5 | 19.8 | 244,042 | 46,924 | 17,893 | 23,263 | 12,264 | 64,477 | 8,797 |
| Pennington | 14.8 | .0061 | 32.0 | 11.7 | 16.1 | 17.6 | 27.6 | 5.6 | 84,366 | 16,993 | 5,885 | 7,810 | 2,712 | 20,811 | 2,953 |
| Pine | 21.2 | .0086 | 34.2 | 8.7 | 14.5 | 18.5 | 30.4 | 7.4 | 97,982 | 13,168 | 16,583 | 2,993 | 1,196 | 22,998 | 1,999 |
| Pipestone | 10.9 | .0044 | 36.5 | 9.6 | 12.9 | 16.5 | 35.2 | 4.3 | 61,735 | 14,190 | 4,289 | 2,525 | 3,944 | 11,904 | 2,509 |
| Polk | 33.8 | .0138 | 33.3 | 10.9 | 14.6 | 17.0 | 30.8 | 12.4 | 185,161 | 45,641 | 24,824 | 4,095 | 6,917 | 42,251 | 6,735 |
| Pope | 11.7 | .0047 | 37.9 | 7.9 | 13.3 | 16.8 | 36.7 | 4.6 | 49,512 | 11,018 | 5,813 | 673 | 512 | 13,008 | 2,381 |
| Red Lake | 5.1 | .0021 | 33.1 | 9.3 | 13.0 | 17.5 | 30.0 | 1.8 | 12,702 | 2,426 | 904 | 478 | 537 | 5,502 | 147 |
| Redwood | 18.2 | .0074 | 35.9 | 8.4 | 13.7 | 17.2 | 34.0 | 6.6 | 79,458 | 16,476 | 6,879 | 3,479 | 5,385 | 20,791 | 2,027 |
| Renville | 19.4 | .0079 | 35.9 | 8.8 | 13.7 | 16.6 | 34.4 | 7.3 | 84,494 | 18,554 | 5,770 | 1,167 | 1,611 | 23,942 | 1,990 |
| Rice | 48.6 | .0198 | 29.9 | 16.3 | 15.6 | 18.3 | 23.7 | 16.1 | 253,660 | 60,447 | 26,200 | 16,133 | 11,976 | 54,160 | 9,404 |
| Rock | 10.4 | .0042 | 34.7 | 8.8 | 14.3 | 16.8 | 32.7 | 3.8 | 66,960 | 14,834 | 4,982 | 3,550 | 2,024 | 23,792 | 1,503 |
| Roseau | 13.7 | .0056 | 33.5 | 9.1 | 14.6 | 17.7 | 30.0 | 4.8 | 59,612 | 15,595 | 2,930 | 2,151 | 3,939 | 18,397 | 2,740 |
| Sibley | 14.9 | .0060 | 35.6 | 8.7 | 13.4 | 18.4 | 32.4 | 5.4 | 44,393 | 12,314 | 3,288 | 1,988 | 1,548 | 11,966 | 949 |
| Steele | 31.0 | .0126 | 31.9 | 10.9 | 16.9 | 18.1 | 26.7 | 11.1 | 197,466 | 31,733 | 14,995 | 13,335 | 14,197 | 55,345 | 7,318 |
| Stevens | 10.6 | .0043 | 30.7 | 17.7 | 13.7 | 15.5 | 28.5 | 3.6 | 69,240 | 14,516 | 7,557 | 3,151 | 3,105 | 21,328 | 4,374 |
| Swift | 12.3 | .0050 | 35.6 | 8.5 | 13.4 | 16.2 | 34.6 | 4.6 | 56,463 | 12,826 | 3,592 | 3,239 | 713 | 7,221 | 3,023 |
| Todd | 26.1 | .0106 | 33.8 | 8.4 | 13.8 | 17.5 | 30.8 | 9.3 | 75,438 | 18,893 | 4,591 | 2,928 | 1,296 | 19,788 | 3,001 |
| Traverse | 5.3 | .0022 | 40.4 | 7.4 | 11.2 | 17.9 | 38.5 | 1.8 | 22,429 | 4,744 | 996 | 879 | 511 | 7,292 | 1,207 |
| Wabasha | 20.2 | .0082 | 33.6 | 8.8 | 15.7 | 17.3 | 30.5 | 7.5 | 76,578 | 14,002 | 6,232 | 1,491 | 2,317 | 29,141 | 3,325 |
| Wadena | 14.1 | .0058 | 34.6 | 8.8 | 12.9 | 17.9 | 31.6 | 5.0 | 70,938 | 20,013 | 4,090 | 4,511 | 2,208 | 10,608 | 2,895 |
| Waseca | 18.7 | .0076 | 31.8 | 11.5 | 16.3 | 16.4 | 28.3 | 6.7 | 71,687 | 24,038 | 4,763 | 3,769 | 3,485 | 11,902 | 3,923 |
| Watonwan | 11.8 | .0048 | 36.8 | 8.9 | 14.1 | 18.0 | 34.3 | 4.7 | 47,845 | 9,953 | 3,070 | 3,260 | 1,568 | 19,462 | 795 |
| Wilkin | 8.1 | .0033 | 34.2 | 9.9 | 14.0 | 17.4 | 31.4 | 2.8 | 38,893 | 8,166 | 5,542 | 367 | 1,577 | 9,149 | 1,456 |
| Winona | 46.2 | .0188 | 30.7 | 17.1 | 15.5 | 16.5 | 26.8 | 16.1 | 263,821 | 62,744 | 28,090 | 26,736 | 10,767 | 51,801 | 6,865 |
| Yellow Medicine | 12.6 | .0052 | 36.6 | 10.4 | 12.8 | 17.0 | 34.9 | 4.6 | 44,636 | 11,293 | 3,984 | 860 | 3,362 | 6,136 | 2,864 |
| **TOTAL METRO COUNTIES** | **2,822.8** | **1.1494** | **31.1** | **12.1** | **19.5** | **19.9** | **22.5** | **1,058.7** | **21,343,287** | **3,682,894** | **2,048,922** | **3,376,297** | **888,405** | **4,627,016** | **521,162** |
| **TOTAL STATE** | **4,292.3** | **1.7475** | **31.8** | **11.5** | **18.0** | **19.1** | **25.2** | **1,592.2** | **28,903,224** | **5,326,316** | **2,701,359** | **3,901,131** | **1,205,467** | **6,417,401** | **771,729** |

**MINN.**

EFFECTIVE BUYING INCOME—1987

| **METRO AREA** County City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **DULUTH** | **3,048,954** | **25,827** | **21.0** | **26.9** | **20.3** | **13.0** | **.0976** |
| St. Louis | 2,561,876 | 26,461 | 20.4 | 26.7 | 20.9 | 13.4 | .0825 |
| ● Duluth | 1,035,775 | 23,270 | 23.5 | 26.4 | 17.2 | 12.7 | .0358 |
| *Douglas, Wisc.* | *487,078* | *23,306* | *24.0* | *28.0* | *17.5* | *11.0* | *.0151* |
| ● *Superior* | *335,474* | *22,416* | *24.7* | *26.2* | *16.7* | *11.6* | *.0111* |
| SUBURBAN TOTAL | 1,677,705 | 28,595 | 18.6 | 27.4 | 23.1 | 13.5 | .0507 |
| **FARGO - MOORHEAD** | **1,936,731** | **26,167** | **21.7** | **28.2** | **19.1** | **14.9** | **.0627** |
| Clay | 535,386 | 23,709 | 23.5 | 30.0 | 16.8 | 11.4 | .0171 |
| ● Moorhead | 322,304 | 23,446 | 24.0 | 29.3 | 16.5 | 11.9 | .0110 |
| *Cass, N. D.* | *1,401,345* | *27,408* | *20.9* | *27.4* | *20.1* | *16.4* | *.0456* |
| ● *Fargo* | *1,002,962* | *26,565* | *21.8* | *26.5* | *19.6* | *16.0* | *.0356* |
| SUBURBAN TOTAL | 611,465 | 27,202 | 20.2 | 30.2 | 19.8 | 14.8 | .0161 |
| **MINNEAPOLIS - ST. PAUL** | **37,729,516** | **33,701** | **16.5** | **24.6** | **21.7** | **26.1** | **1.1219** |
| Anoka | 3,038,719 | 35,461 | 12.6 | 29.1 | 29.7 | 21.3 | .0878 |
| Carver | 631,579 | 34,115 | 15.0 | 25.8 | 21.4 | 27.2 | .0160 |
| Chisago | 316,106 | 27,486 | 19.7 | 29.7 | 22.3 | 12.0 | .0097 |
| Dakota | 3,720,897 | 37,683 | 13.8 | 24.0 | 25.5 | 29.4 | .1058 |
| Hennepin | 17,760,732 | 33,132 | 17.3 | 23.5 | 19.8 | 27.3 | .5372 |
| ● Bloomington | 1,721,354 | 42,852 | 10.2 | 21.8 | 23.3 | 39.8 | .0536 |
| Brooklyn Park | 853,506 | 37,175 | 12.5 | 25.6 | 28.2 | 26.1 | .0211 |

EFFECTIVE BUYING INCOME—1987

| **METRO AREA** County City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Edina | 1,249,915 | 47,797 | 12.0 | 18.6 | 16.4 | 47.4 | .0403 |
| ● Minneapolis | 5,833,469 | 24,018 | 23.1 | 25.4 | 16.0 | 16.6 | .1731 |
| St. Louis Park | 871,009 | 35,099 | 16.4 | 25.2 | 21.3 | 28.9 | .0261 |
| Isanti | 291,931 | 25,776 | 21.5 | 31.7 | 19.7 | 11.2 | .0081 |
| Ramsey | 7,566,096 | 31,100 | 18.6 | 25.1 | 20.2 | 23.5 | .2381 |
| ● St. Paul | 4,102,165 | 26,358 | 21.9 | 25.9 | 18.1 | 17.9 | .1288 |
| Scott | 673,893 | 32,333 | 16.9 | 28.4 | 25.1 | 19.1 | .0199 |
| Washington | 2,384,471 | 46,798 | 9.2 | 16.4 | 23.9 | 44.9 | .0595 |
| Wright | 725,736 | 28,686 | 18.8 | 30.6 | 21.6 | 15.5 | .0223 |
| *St. Croix, Wisc.* | *619,356* | *30,678* | *17.9* | *27.1* | *22.4* | *19.3* | *.0175* |
| SUBURBAN TOTAL | 26,072,538 | 37,218 | 13.8 | 24.2 | 24.0 | 29.8 | .7664 |
| **ROCHESTER** | **1,499,892** | **32,699** | **17.6** | **25.8** | **22.3** | **23.6** | **.0478** |
| Olmsted | 1,499,892 | 32,699 | 17.6 | 25.8 | 22.3 | 23.6 | .0478 |
| ● Rochester | 954,873 | 32,095 | 18.4 | 25.1 | 22.1 | 23.2 | .0338 |
| SUBURBAN TOTAL | 545,019 | 33,520 | 16.1 | 27.1 | 22.8 | 24.3 | .0140 |
| **ST. CLOUD** | **1,928,605** | **25,444** | **22.3** | **30.5** | **18.3** | **13.0** | **.0739** |
| Benton | 315,161 | 25,399 | 21.5 | 29.6 | 19.2 | 12.7 | .0089 |
| Sherburne | 423,228 | 30,160 | 17.1 | 30.8 | 23.7 | 16.2 | .0117 |
| Stearns | 1,190,216 | 23,941 | 24.2 | 30.4 | 16.4 | 12.1 | .0533 |
| ● St. Cloud | 485,144 | 23,160 | 24.7 | 28.5 | 16.6 | 11.4 | .0314 |
| SUBURBAN TOTAL | 1,443,461 | 26,259 | 21.4 | 31.1 | 18.9 | 13.6 | .0425 |

**MINN.** (cont.)

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$43,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **OTHER COUNTIES** | | | | | | | |
| Aitkin | 98,167 | 13,603 | 32.9 | 23.2 | 6.1 | 1.7 | .0038 |
| Becker | 254,603 | 16,822 | 31.9 | 26.0 | 9.2 | 5.5 | .0088 |
| Beltrami | 325,386 | 19,448 | 26.7 | 26.0 | 12.9 | 9.8 | .0126 |
| Big Stone | 76,115 | 20,149 | 26.9 | 28.6 | 12.8 | 8.9 | .0025 |
| Blue Earth | 591,482 | 23,095 | 25.5 | 29.1 | 16.6 | 11.2 | .0213 |
| Brown | 295,943 | 22,175 | 24.5 | 31.4 | 14.8 | 9.0 | .0102 |
| Carlton | 351,972 | 27,133 | 20.6 | 28.2 | 20.3 | 14.7 | .0106 |
| Cass | 188,835 | 16,414 | 31.9 | 25.4 | 9.5 | 5.0 | .0066 |
| Chippewa | 153,918 | 20,721 | 26.6 | 28.6 | 13.6 | 9.5 | .0050 |
| Clearwater | 58,209 | 13,215 | 29.9 | 22.8 | 6.7 | 2.5 | .0021 |
| Cook | 45,723 | 19,000 | 27.0 | 27.0 | 14.1 | 6.3 | .0016 |
| Cottonwood | 132,428 | 18,529 | 29.5 | 27.4 | 11.0 | 7.5 | .0049 |
| Crow Wing | 471,022 | 19,731 | 26.8 | 27.5 | 13.9 | 8.0 | .0173 |
| Dodge | 168,275 | 25,661 | 20.4 | 31.2 | 19.3 | 12.1 | .0045 |
| Douglas | 284,304 | 18,443 | 28.4 | 28.4 | 11.3 | 6.2 | .0105 |
| Faribault | 177,558 | 18,119 | 30.3 | 28.1 | 10.8 | 5.7 | .0062 |
| Fillmore | 184,915 | 17,555 | 28.7 | 27.5 | 10.4 | 5.6 | .0070 |
| Freeborn | 366,464 | 21,603 | 24.9 | 31.1 | 15.5 | 7.1 | .0137 |
| Goodhue | 486,892 | 26,212 | 21.3 | 28.6 | 19.5 | 14.1 | .0156 |
| Grant | 77,542 | 21,152 | 27.0 | 28.0 | 13.2 | 11.5 | .0022 |
| Houston | 183,839 | 22,319 | 24.7 | 30.7 | 15.5 | 9.4 | .0055 |
| Hubbard | 142,066 | 17,928 | 30.5 | 26.5 | 11.1 | 6.9 | .0046 |
| Itasca | 435,807 | 22,011 | 24.1 | 31.8 | 15.4 | 6.9 | .0139 |
| Jackson | 137,056 | 21,642 | 25.8 | 28.8 | 14.7 | 10.0 | .0043 |
| Kanabec | 123,006 | 20,119 | 27.3 | 28.7 | 13.8 | 7.8 | .0038 |
| Kandiyohi | 424,302 | 22,006 | 26.2 | 29.7 | 14.6 | 10.6 | .0150 |
| Kittson | 64,654 | 20,000 | 26.8 | 27.3 | 14.3 | 8.4 | .0020 |
| Koochiching | 166,629 | 23,624 | 22.0 | 29.6 | 17.7 | 9.5 | .0055 |
| Lac qui Parle | 32,744 | 16,430 | 30.7 | 25.8 | 9.2 | 4.8 | .0028 |
| Lake | 123,643 | 23,496 | 23.8 | 38.4 | 13.0 | 8.2 | .0040 |
| Lake of the Woods | 29,605 | 15,130 | 34.4 | 26.3 | 6.6 | 2.0 | .0012 |
| Le Sueur | 233,591 | 20,924 | 25.6 | 31.0 | 13.8 | 7.1 | .0072 |
| Lincoln | 60,210 | 15,000 | 31.8 | 21.6 | 8.9 | 4.9 | .0019 |
| Lyon | 265,498 | 21,980 | 24.9 | 29.4 | 15.2 | 10.0 | .0091 |
| McLeod | 335,387 | 23,946 | 22.7 | 32.1 | 17.7 | 9.3 | .0117 |
| Mahnomen | 39,170 | 16,610 | 31.9 | 24.8 | 9.5 | 6.5 | .0014 |
| Marshall | 104,389 | 17,449 | 29.7 | 27.2 | 9.8 | 5.8 | .0032 |
| Martin | 324,762 | 25,198 | 23.3 | 29.8 | 16.5 | 15.4 | .0096 |
| Meeker | 224,037 | 21,176 | 25.4 | 27.3 | 15.3 | 9.9 | .0070 |
| Mille Lacs | 177,917 | 19,148 | 27.6 | 28.1 | 12.7 | 7.0 | .0061 |
| Morrison | 254,194 | 18,118 | 27.2 | 27.4 | 11.2 | 6.7 | .0095 |
| Mower | 450,937 | 22,939 | 23.6 | 27.0 | 17.5 | 11.4 | .0149 |
| Murray | 96,879 | 18,752 | 29.5 | 29.4 | 9.8 | 6.9 | .0033 |
| Nicollet | 389,542 | 29,916 | 19.1 | 26.3 | 21.3 | 20.3 | .0104 |
| Nobles | 180,510 | 17,571 | 30.6 | 27.0 | 10.7 | 5.6 | .0077 |
| Norman | 88,664 | 20,114 | 26.1 | 27.9 | 12.6 | 9.8 | .0026 |
| Otter Tail | 493,828 | 17,992 | 28.6 | 27.7 | 11.0 | 6.1 | .0168 |
| Pennington | 120,503 | 16,159 | 32.7 | 25.9 | 9.0 | 3.6 | .0048 |
| Pine | 166,967 | 16,778 | 28.9 | 27.7 | 9.8 | 4.3 | .0062 |
| Pipestone | 94,020 | 15,583 | 29.7 | 25.1 | 7.0 | 5.7 | .0036 |
| Polk | 315,181 | 18,815 | 26.8 | 28.2 | 12.3 | 6.6 | .0112 |
| Pope | 101,248 | 15,804 | 30.5 | 25.9 | 8.2 | 5.0 | .0035 |
| Red Lake | 35,693 | 14,554 | 29.3 | 23.4 | 9.4 | 2.4 | .0012 |
| Redwood | 176,116 | 19,309 | 27.6 | 28.0 | 12.3 | 7.9 | .0058 |
| Renville | 203,818 | 21,783 | 24.9 | 31.6 | 14.4 | 8.6 | .0064 |
| Rice | 527,981 | 24,644 | 23.3 | 30.1 | [illegible] | 11.7 | .0171 |
| Rock | 89,485 | 17,633 | 31.1 | 28.7 | 9.4 | 5.3 | .0035 |
| Roseau | 120,038 | 19,528 | 26.1 | 29.8 | 12.6 | 6.4 | .0042 |
| Sibley | 160,024 | 22,595 | 24.9 | 30.4 | 15.1 | 10.5 | .0046 |
| Steele | 336,196 | 24,038 | 23.3 | 33.5 | 17.0 | 9.3 | .0117 |
| Stevens | 91,609 | 17,953 | 28.8 | 27.9 | 9.8 | 7.0 | .0036 |
| Swift | 116,611 | 18,548 | 27.5 | 27.7 | 10.4 | 8.0 | .0039 |
| Todd | 197,440 | 15,460 | 30.4 | 24.7 | 8.1 | 4.5 | .0067 |
| Traverse | 49,498 | 19,477 | 29.0 | 27.2 | 11.9 | 9.6 | .0016 |
| Wabasha | 223,673 | 22,809 | 23.3 | 29.4 | 15.9 | 11.0 | .0067 |
| Wadena | 124,609 | 17,193 | 28.9 | 23.6 | 12.5 | 6.4 | .0044 |
| Waseca | 219,279 | 25,378 | 21.7 | 29.1 | 18.1 | 14.2 | .0063 |
| Watonwan | 115,398 | 19,219 | 28.3 | 31.5 | 10.0 | 6.1 | .0036 |
| Wilkin | 94,332 | 26,000 | 24.3 | 28.4 | 18.4 | 14.8 | .0030 |
| Winona | 531,789 | 24,232 | 23.8 | 28.6 | 16.8 | 13.3 | .0171 |
| Yellow Medicine | 136,734 | 22,078 | 24.6 | 28.5 | 14.4 | 11.7 | .0041 |
| **TOTAL METRO COUNTIES** | **43,635,919** | **32,477** | **17.3** | **25.1** | **21.4** | **24.2** | **1.3257** |
| **TOTAL STATE** | **58,403,780** | **27,803** | **20.3** | **26.2** | **18.9** | **19.1** | **1.8225** |

# Mississippi

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | |
| **BILOXI - GULFPORT** | **206.4** | **.0840** | **30.0** | **13.4** | **17.0** | **16.9** | **22.5** | **73.8** |
| Hancock | 32.2 | .0131 | 33.0 | 8.9 | 14.5 | 19.2 | 27.9 | 11.5 |
| Harrison | 174.2 | .0709 | 29.5 | 14.2 | 17.3 | 18.9 | 21.6 | 62.3 |
| • Biloxi | 50.3 | .0205 | 27.4 | 20.7 | 17.8 | 16.8 | 20.7 | 17.7 |
| • Gulfport | 43.1 | .0175 | 33.2 | 11.6 | 16.5 | 18.5 | 28.5 | 17.3 |
| SUBURBAN TOTAL | 113.0 | .0460 | 30.0 | 10.8 | 16.6 | 20.6 | 21.1 | 38.8 |
| **JACKSON** | **402.8** | **.1639** | **30.0** | **12.2** | **18.5** | **18.8** | **21.8** | **140.7** |
| Hinds | 266.3 | .1084 | 29.9 | 13.2 | 18.6 | 18.0 | 22.6 | 95.6 |
| • Jackson | 212.9 | .0867 | 30.0 | 13.1 | 19.3 | 17.6 | 22.9 | 78.0 |
| Madison | 52.5 | .0213 | 28.6 | 11.4 | 17.5 | 16.5 | 22.4 | 16.9 |
| Rankin | 86.0 | .0342 | 30.8 | 9.3 | 19.0 | 22.7 | 19.4 | 28.2 |
| SUBURBAN TOTAL | 189.9 | .0772 | 29.9 | 11.1 | 17.7 | 20.1 | 20.8 | 62.7 |
| **PASCAGOULA** | **129.4** | **.0527** | **29.1** | **10.9** | **17.9** | **21.6** | **17.9** | **44.1** |
| Jackson | 129.4 | .0527 | 29.1 | 10.9 | 17.9 | 21.6 | 17.9 | 44.1 |
| • Pascagoula | 31.3 | .0127 | 29.6 | 13.3 | 18.4 | 20.2 | 19.9 | 11.4 |
| SUBURBAN TOTAL | 98.1 | .0400 | 29.0 | 10.2 | 17.6 | 22.0 | 17.4 | 32.7 |
| **OTHER COUNTIES** | | | | | | | | |
| Adams | 38.7 | .0157 | 31.7 | 10.5 | 15.5 | 18.4 | 26.4 | 13.8 |
| Alcorn | 34.1 | .0139 | 33.6 | 9.0 | 16.3 | 20.8 | 26.9 | 13.1 |
| Amite | 13.4 | .0055 | 32.9 | 9.2 | 13.0 | 16.7 | 30.6 | 4.6 |
| Attala | 19.9 | .0081 | 35.3 | 8.5 | 12.9 | 17.5 | 32.9 | 7.1 |
| Benton | 8.5 | .0034 | 31.7 | 10.2 | 12.8 | 16.9 | 29.0 | 2.7 |
| Bolivar | 45.2 | .0184 | 26.8 | 12.7 | 14.2 | 14.0 | 24.3 | 14.4 |
| Calhoun | 15.6 | .0064 | 33.9 | 9.6 | 14.4 | 17.9 | 30.4 | 5.7 |
| Carroll | 10.0 | .0040 | 33.4 | 9.3 | 13.3 | 17.9 | 29.9 | 3.4 |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BILOXI - GULFPORT** | **1,150,960** | **219,214** | **133,212** | **183,849** | **50,487** | **285,430** | **56,463** |
| Hancock | 115,675 | 37,994 | 7,881 | 13,377 | 3,677 | 25,709 | 3,982 |
| Harrison | 1,035,285 | 181,220 | 125,331 | 170,472 | 46,810 | 259,721 | 52,481 |
| • Biloxi | 345,623 | 47,753 | 54,560 | 97,495 | 16,339 | 46,727 | 19,039 |
| • Gulfport | 484,570 | 81,470 | 52,778 | 44,500 | 27,186 | 165,996 | 24,327 |
| SUBURBAN TOTAL | 320,767 | 89,991 | 25,874 | 41,854 | 6,962 | 72,707 | 13,097 |
| **JACKSON** | **2,314,644** | **408,152** | **167,105** | **352,093** | **125,176** | **615,228** | **97,134** |
| Hinds | 1,937,555 | 311,554 | 141,447 | 317,792 | 97,903 | 543,175 | 81,057 |
| • Jackson | 1,775,202 | 267,450 | 132,647 | 290,959 | 97,835 | 505,664 | 70,862 |
| Madison | 152,357 | 38,362 | 10,246 | 11,090 | 7,355 | 42,732 | 4,475 |
| Rankin | 224,732 | 58,236 | 15,412 | 23,211 | 19,918 | 29,321 | 11,602 |
| SUBURBAN TOTAL | 539,442 | 140,702 | 34,458 | 61,134 | 27,341 | 109,564 | 26,272 |
| **PASCAGOULA** | **606,919** | **160,158** | **51,163** | **105,455** | **20,064** | **123,937** | **25,227** |
| Jackson | 606,919 | 160,158 | 51,163 | 105,455 | 20,064 | 123,937 | 25,227 |
| • Pascagoula | 305,828 | 64,684 | 25,080 | 36,133 | 12,593 | 95,322 | 11,312 |
| SUBURBAN TOTAL | 301,091 | 95,474 | 26,083 | 69,322 | 7,471 | 28,615 | 13,915 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 308,152 | 50,361 | 17,812 | 52,233 | 13,181 | 93,918 | 13,789 |
| Alcorn | 198,520 | 45,561 | 14,764 | 21,456 | 6,652 | 40,621 | 8,737 |
| Amite | 27,168 | 8,931 | 1,095 | 1,527 | 815 | 6,850 | 1,006 |
| Attala | 70,786 | 14,279 | 4,100 | 11,753 | 6,056 | 11,395 | 4,911 |
| Benton | 8,512 | 4,386 | 595 | 195 | 484 | 1,120 | 202 |
| Bolivar | 168,625 | 41,145 | 7,945 | 19,566 | 8,613 | 34,441 | 8,069 |
| Calhoun | 39,972 | 11,823 | 1,466 | 4,758 | 2,337 | 7,562 | 1,403 |
| Carroll | 13,374 | 3,474 | 172 | | 428 | 720 | 260 |

| MISS. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| Chickasaw | 18.3 | .0075 | 31.8 | 9.6 | 15.2 | 18.1 | 27.0 | 6.2 | 81,062 | 18,339 | 2,081 | 7,507 | 13,444 | 21,213 | 4,381 |
| Choctaw | 9.2 | .0037 | 33.0 | 9.1 | 14.0 | 18.0 | 29.2 | 3.1 | 17,430 | 5,051 | 676 | 1,435 | 783 | 4,202 | 1,252 |
| Claiborne | 12.5 | .0051 | 26.4 | 20.0 | 13.5 | 14.0 | 24.4 | 3.7 | 20,241 | 7,388 | 892 | 1,209 | 676 | 2,106 | 1,308 |
| Clarke | 17.6 | .0072 | 33.0 | 9.2 | 14.7 | 17.9 | 29.2 | 6.3 | 59,863 | 18,925 | 1,520 | 5,452 | 3,037 | 10,257 | 3,006 |
| Clay | 21.9 | .0089 | 29.9 | 11.5 | 15.7 | 16.9 | 25.1 | 7.4 | 72,412 | 24,522 | 3,475 | 9,489 | 2,602 | 15,126 | 3,811 |
| Coahoma | 36.1 | .0147 | 29.1 | 10.1 | 13.4 | 15.4 | 26.6 | 12.3 | 190,110 | 49,731 | 10,154 | 19,814 | 7,196 | 43,429 | 7,004 |
| Copiah | 27.6 | .0113 | 31.3 | 11.9 | 13.8 | 16.6 | 28.3 | 9.3 | 74,721 | 17,827 | 2,611 | 8,353 | 2,743 | 21,729 | 4,873 |
| Covington | 16.9 | .0068 | 32.3 | 9.6 | 13.5 | 18.7 | 27.6 | 5.9 | 43,132 | 9,697 | 1,113 | 3,073 | 1,201 | 11,569 | 3,154 |
| ☐ De Soto | 65.1 | .0265 | 30.0 | 8.9 | 17.2 | 23.8 | 17.7 | 21.3 | 209,611 | 75,662 | 12,048 | 16,925 | 4,718 | 44,575 | 6,588 |
| Forrest | 70.0 | .0285 | 29.6 | 16.6 | 16.6 | 16.6 | 24.4 | 26.1 | 592,619 | 115,272 | 50,919 | 96,172 | 36,333 | 129,961 | 24,746 |
| Hattiesburg | 41.8 | .0170 | 28.4 | 21.2 | 16.6 | 14.1 | 25.0 | 15.9 | 525,257 | 91,764 | 46,252 | 83,986 | 33,346 | 119,164 | 19,012 |
| Franklin | 8.7 | .0036 | 34.2 | 9.4 | 13.5 | 17.5 | 31.5 | 3.2 | 11,745 | 2,623 | 174 | 409 | 658 | 3,231 | 1,626 |
| George | 16.8 | .0068 | 30.5 | 9.2 | 15.3 | 19.9 | 23.2 | 5.5 | 51,959 | 16,414 | 2,911 | 7,596 | 852 | 12,685 | 1,791 |
| Greene | 10.3 | .0042 | 30.7 | 9.6 | 14.7 | 18.7 | 25.0 | 3.3 | 11,633 | 3,085 | 408 | 304 | 864 | 2,871 | 1,451 |
| Grenada | 19.6 | .0080 | 31.9 | 9.9 | 15.2 | 17.9 | 27.4 | 6.9 | 159,387 | 25,629 | 8,220 | 19,962 | 4,039 | 68,716 | 4,156 |
| Holmes | 22.9 | .0094 | 29.1 | 11.3 | 11.8 | 13.8 | 29.3 | 7.5 | 82,819 | 39,552 | 2,029 | 3,888 | 1,608 | 12,365 | 4,541 |
| Humphreys | 13.8 | .0056 | 28.1 | 10.3 | 12.1 | 15.0 | 26.7 | 4.5 | 50,822 | 17,309 | 2,075 | 3,768 | 3,155 | 9,260 | 2,149 |
| Issaquena | 2.5 | .0010 | 28.0 | 11.4 | 13.7 | 17.6 | 22.8 | .8 | 820 | 820 | | | | | |
| Itawamba | 21.4 | .0087 | 34.4 | 9.8 | 15.1 | 20.3 | 28.8 | 7.8 | 52,500 | 10,977 | 1,911 | 7,779 | 1,911 | 17,599 | 2,048 |
| Jasper | 17.2 | .0070 | 31.9 | 9.6 | 14.3 | 17.3 | 28.2 | 6.0 | 40,247 | 10,559 | 1,914 | 1,842 | 822 | 11,985 | 2,173 |
| Jefferson | 9.3 | .0038 | 28.8 | 11.1 | 13.9 | 15.2 | 26.2 | 3.0 | 10,187 | 2,885 | 195 | 838 | 127 | 2,253 | 708 |
| Jefferson Davis | 14.3 | .0058 | 30.8 | 9.2 | 14.4 | 16.5 | 27.4 | 4.6 | 29,856 | 9,256 | 1,048 | 3,263 | 461 | 6,631 | 551 |
| Jones | 63.2 | .0257 | 33.0 | 10.5 | 16.0 | 19.0 | 27.8 | 23.1 | 363,301 | 65,074 | 26,612 | 52,527 | 26,473 | 92,587 | 19,094 |
| Kemper | 10.2 | .0042 | 31.9 | 9.6 | 13.9 | 15.7 | 30.0 | 3.5 | 17,804 | 5,836 | 743 | 1,205 | 445 | 2,665 | 459 |
| Lafayette | 30.9 | .0126 | 28.5 | 21.4 | 16.4 | 17.3 | 22.1 | 11.4 | 118,436 | 27,476 | 10,155 | 11,633 | 4,620 | 24,410 | 5,112 |
| Lamar | 28.1 | .0114 | 29.7 | 11.2 | 17.5 | 20.1 | 20.6 | 9.7 | 53,190 | 17,600 | 1,265 | 8,180 | 380 | 10,601 | 3,700 |
| Lauderdale | 80.5 | .0328 | 31.8 | 11.6 | 16.3 | 18.0 | 26.8 | 29.7 | 503,320 | 88,938 | 36,121 | 87,111 | 26,472 | 124,108 | 24,992 |
| Meridian | 45.4 | .0189 | 33.8 | 9.7 | 15.8 | 17.1 | 31.0 | 18.3 | 443,870 | 77,104 | 30,279 | 82,380 | 24,257 | 116,915 | 23,440 |
| Lawrence | 13.0 | .0053 | 31.6 | 10.1 | 14.1 | 18.9 | 26.3 | 4.5 | 31,942 | 8,602 | 986 | 511 | 1,918 | 10,922 | 2,908 |
| Leake | 19.2 | .0078 | 34.5 | 9.0 | 13.8 | 17.6 | 31.6 | 6.8 | 65,557 | 15,013 | 2,362 | 13,570 | 2,747 | 14,678 | 4,343 |
| Lee | 64.9 | .0264 | 32.0 | 9.8 | 17.2 | 20.7 | 24.2 | 24.2 | 595,060 | 95,201 | 29,983 | 88,397 | 27,324 | 163,279 | 21,564 |
| Leflore | 41.4 | .0169 | 28.7 | 12.9 | 13.9 | 15.3 | 25.9 | 13.8 | 205,916 | 44,660 | 19,842 | 28,795 | 14,823 | 42,635 | 8,637 |
| Lincoln | 31.9 | .0130 | 32.2 | 9.4 | 15.5 | 17.8 | 27.9 | 11.3 | 171,079 | 32,851 | 7,929 | 27,471 | 6,062 | 41,640 | 12,117 |
| Lowndes | 61.4 | .0250 | 29.0 | 13.3 | 17.5 | 18.6 | 20.9 | 21.6 | 400,096 | 91,834 | 25,599 | 47,272 | 24,034 | 77,909 | 15,091 |
| Marion | 26.7 | .0109 | 32.0 | 9.8 | 14.5 | 17.6 | 28.0 | 9.2 | 107,783 | 34,418 | 5,594 | 13,364 | 4,588 | 18,041 | 5,507 |
| Marshall | 33.5 | .0136 | 28.9 | 11.9 | 14.1 | 17.8 | 23.6 | 10.4 | 65,787 | 18,430 | 2,656 | 10,323 | 1,216 | 12,028 | 2,364 |
| Monroe | 36.5 | .0149 | 32.3 | 9.3 | 15.2 | 18.8 | 27.1 | 12.8 | 118,942 | 29,810 | 5,067 | 16,534 | 4,569 | 33,038 | 7,963 |
| Montgomery | 12.8 | .0052 | 35.4 | 8.8 | 12.6 | 17.3 | 33.2 | 4.4 | 41,512 | 13,852 | 1,430 | 7,761 | 1,879 | 5,944 | 1,952 |
| Neshoba | 24.9 | .0101 | 32.7 | 8.9 | 15.0 | 17.7 | 28.9 | 9.1 | 106,864 | 29,084 | 3,723 | 19,867 | 1,722 | 21,902 | 3,753 |
| Newton | 20.5 | .0084 | 34.8 | 10.2 | 13.7 | 17.7 | 32.0 | 7.6 | 69,454 | 19,922 | 2,626 | 5,272 | 1,820 | 22,283 | 1,801 |
| Noxubee | 12.6 | .0051 | 29.7 | 10.6 | 13.0 | 15.5 | 27.5 | 4.1 | 29,867 | 12,203 | 228 | 2,755 | 1,991 | 4,640 | 3,110 |
| Oktibbeha | 38.1 | .0155 | 24.6 | 26.8 | 15.5 | 15.2 | 17.9 | 12.3 | 147,066 | 31,920 | 11,589 | 17,582 | 9,243 | 30,422 | 4,675 |
| Panola | 29.4 | .0120 | 31.0 | 9.7 | 13.7 | 16.4 | 28.1 | 9.9 | 113,168 | 27,397 | 5,361 | 14,309 | 3,734 | 31,489 | 6,824 |
| Pearl River | 39.5 | .0161 | 31.5 | 9.9 | 15.3 | 20.7 | 23.9 | 13.7 | 139,727 | 31,127 | 9,282 | 16,359 | 7,487 | 36,592 | 10,924 |
| Perry | 10.3 | .0042 | 30.6 | 9.8 | 14.8 | 19.7 | 23.7 | 3.5 | 25,772 | 13,689 | 471 | 3,584 | 571 | 2,292 | 828 |
| Pike | 38.7 | .0157 | 32.2 | 9.7 | 14.6 | 17.3 | 28.6 | 13.7 | 207,492 | 39,906 | 19,390 | 23,229 | 15,718 | 46,409 | 13,416 |
| Pontotoc | 23.0 | .0094 | 33.6 | 9.2 | 15.4 | 18.6 | 29.3 | 8.3 | 57,333 | 22,084 | 2,879 | 6,726 | 2,023 | 6,590 | 2,079 |
| Prentiss | 25.6 | .0104 | 33.5 | 10.3 | 15.0 | 19.5 | 28.2 | 9.2 | 69,013 | 17,385 | 3,858 | 6,993 | 2,376 | 21,059 | 3,904 |
| Quitman | 11.8 | .0048 | 29.8 | 9.6 | 12.9 | 14.8 | 28.4 | 4.0 | 43,959 | 15,551 | 1,413 | 5,841 | 1,150 | 6,701 | 2,129 |
| Scott | 26.4 | .0108 | 31.6 | 9.6 | 15.1 | 18.5 | 26.4 | 9.4 | 104,795 | 26,946 | 5,184 | 11,691 | 4,453 | 25,965 | 5,830 |
| Sharkey | 7.9 | .0032 | 27.5 | 10.5 | 14.5 | 15.0 | 24.2 | 2.3 | 21,965 | 8,207 | 1,091 | 1,988 | 178 | 3,314 | 515 |
| Simpson | 25.1 | .0102 | 32.2 | 9.2 | 15.3 | 18.3 | 27.4 | 8.6 | 82,235 | 22,582 | 4,006 | 9,791 | 2,003 | 22,443 | 5,605 |
| Smith | 16.5 | .0067 | 32.7 | 9.4 | 15.3 | 18.8 | 27.6 | 5.7 | 33,226 | 10,231 | 561 | 1,408 | 492 | 9,772 | 1,166 |
| Stone | 10.5 | .0043 | 30.5 | 13.6 | 14.9 | 18.2 | 25.1 | 3.5 | 37,623 | 8,649 | 1,964 | 1,660 | 537 | 11,005 | 2,314 |
| Sunflower | 36.8 | .0150 | 28.4 | 12.4 | 16.3 | 15.1 | 24.2 | 10.7 | 108,551 | 29,365 | 5,548 | 14,319 | 2,695 | 25,002 | 4,766 |

*Biloxi-Gulfport-Pascagoula*

Mississippi's Gulf Coast is now a $2 Billion retail market and still growing. To capture your share, just call

**BERNIE MARINOVICH,**
**NATIONAL SALES MANAGER**
**(601)896-2395**

*OR ANY KNIGHT-RIDDER NEWSPAPER SALES OFFICE*

THE SUN HERALD

THE SUN HERALD
SERVING BILOXI-GULFPORT-PASCAGOULA ADI
KR
A KNIGHT-RIDDER NEWSPAPER

## MISS. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Tallahatchie | 16.3 | .0066 | 30.0 | 9.6 | 12.5 | 15.8 | 27.9 | 5.4 | 35,659 | 11,555 | 1,383 | 3,468 | 1,107 | 7,365 | 3,310 |
| Tate | 21.8 | .0089 | 29.8 | 13.3 | 14.4 | 18.2 | 24.3 | 7.0 | 115,369 | 35,627 | 8,001 | 12,405 | 1,149 | 28,938 | 1,952 |
| Tippah | 19.8 | .0081 | 33.9 | 9.7 | 14.3 | 18.7 | 29.7 | 7.0 | 80,158 | 21,749 | 2,767 | 10,056 | 4,043 | 21,561 | 2,613 |
| Tishomingo | 18.6 | .0075 | 35.0 | 9.0 | 16.0 | 20.6 | 29.5 | 7.0 | 52,938 | 19,060 | 1,696 | 9,211 | 3,881 | 6,419 | 2,114 |
| Tunica | 9.0 | .0037 | 26.6 | 9.9 | 12.7 | 12.9 | 26.5 | 3.0 | 35,322 | 6,437 | 1,988 | 5,124 | 1,197 | 9,416 | 2,076 |
| Union | 23.3 | .0095 | 34.3 | 8.7 | 15.6 | 18.6 | 30.4 | 8.7 | 81,155 | 16,436 | 5,701 | 13,200 | 3,787 | 12,005 | 3,542 |
| Walthall | 14.0 | .0057 | 32.0 | 9.1 | 13.4 | 17.6 | 28.3 | 4.7 | 29,675 | 5,958 | 1,271 | 3,377 | 781 | 9,006 | 1,529 |
| Warren | 53.2 | .0216 | 30.7 | 10.1 | 16.9 | 18.5 | 24.2 | 19.1 | 268,436 | 68,211 | 23,177 | 39,219 | 10,395 | 57,478 | 13,124 |
| Washington | 71.3 | .0291 | 28.7 | 10.0 | 15.4 | 16.3 | 24.1 | 23.6 | 387,497 | 69,956 | 21,783 | 78,822 | 22,468 | 91,125 | 15,177 |
| Greenville | 40.[illegible] | .0163 | 29.7 | 10.0 | 14.9 | 16.2 | 25.8 | 15.6 | 335,995 | 54,730 | 20,790 | 76,706 | 18,738 | 82,019 | 12,534 |
| Wayne | 20.7 | .0084 | 29.9 | 10.8 | 15.5 | 18.5 | 23.6 | 6.8 | 62,744 | 18,447 | 2,577 | 5,908 | 4,684 | 11,202 | 3,386 |
| Webster | 10.2 | .0041 | 36.8 | 9.1 | 12.8 | 18.6 | 33.8 | 3.7 | 26,194 | 5,866 | 982 | 2,149 | 1,525 | 7,873 | 1,151 |
| Wilkinson | 10.1 | .0042 | 32.7 | 10.1 | 13.8 | 16.2 | 30.6 | 3.4 | 21,930 | 8,960 | 819 | 3,059 | 787 | 3,222 | 1,159 |
| Winston | 19.5 | .0079 | 33.3 | 8.7 | 14.6 | 17.3 | 30.2 | 6.8 | 55,505 | 12,306 | 1,581 | 7,184 | 3,350 | 15,367 | 4,107 |
| Yalobusha | 13.5 | .0055 | 34.1 | 9.6 | 13.9 | 16.0 | 32.7 | 5.0 | 64,357 | 38,197 | 2,255 | 4,405 | 2,051 | 5,829 | 1,532 |
| Yazoo | 27.1 | .0110 | 31.5 | 9.7 | 13.6 | 16.5 | 28.7 | 9.4 | 99,305 | 28,119 | 4,597 | 9,541 | 4,158 | 19,378 | 5,698 |
| **TOTAL METRO COUNTIES** | **803.7** | **.3271** | **29.8** | **12.0** | **17.9** | **19.7** | **21.1** | **279.9** | **4,282,134** | **863,186** | **363,528** | **658,322** | **200,445** | **1,069,170** | **185,412** |
| **TOTAL STATE** | **2,676.2** | **1.0895** | **30.6** | **11.4** | **15.9** | **18.2** | **24.8** | **930.7** | **12,444,887** | **2,771,734** | **841,893** | **1,757,119** | **592,629** | **2,981,732** | **570,430** |

## MISS.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BILOXI - GULFPORT** | **2,086,688** | **19,775** | **27.8** | **26.3** | **13.2** | **10.0** | **.0718** |
| Hancock | 295,124 | 18,204 | 29.1 | 24.9 | 11.9 | 8.4 | .0095 |
| Harrison | 1,791,364 | 20,096 | 27.7 | 26.5 | 13.5 | 10.3 | .0623 |
| • Biloxi | 614,185 | 15,527 | 31.1 | 25.7 | 11.2 | 8.9 | .0188 |
| • Gulfport | 482,912 | 19,039 | 25.0 | 26.3 | 12.[illegible] | 10.3 | [illegible] |
| SUBURBAN TOTAL | 1,089,591 | 20,836 | 26.4 | 26.9 | 14.7 | 10.3 | .0325 |
| **JACKSON** | **4,287,917** | **22,071** | **24.2** | **25.5** | **15.3** | **13.4** | **.1446** |
| Hinds | 2,913,586 | 21,513 | 24.7 | 25.5 | 14.4 | 13.3 | .1047 |
| • Jackson | 2,367,222 | 21,268 | 25.4 | 25.9 | 14.0 | 12.9 | .0854 |
| Madison | 443,514 | 17,831 | 26.1 | 21.9 | 12.9 | 10.6 | .0142 |
| Rankin | 930,817 | 27,113 | 21.2 | 28.0 | 19.8 | 15.6 | .0257 |
| SUBURBAN TOTAL | 1,920,695 | 23,276 | 22.5 | 25.1 | 17.0 | 14.1 | .0558 |
| **PASCAGOULA** | **1,432,050** | **26,507** | **21.0** | **30.4** | **19.7** | **13.9** | **.0448** |
| Jackson | 1,432,050 | 26,507 | 21.0 | 30.4 | 19.7 | 13.9 | .0448 |
| • Pascagoula | 376,561 | [illegible] | 23.6 | 28.5 | 17.8 | 13.8 | .0144 |
| SUBURBAN TOTAL | [illegible],485 | [illegible] | 20.2 | 30.9 | 20.4 | 14.0 | .0304 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 326,906 | 15,879 | 24.2 | 22.4 | 11.5 | 8.0 | .0143 |
| Alcorn | 310,470 | 16,846 | 27.8 | 24.7 | 10.5 | 6.7 | .0114 |
| Amite | 114,406 | 16,786 | 25.9 | 20.8 | 12.5 | 9.4 | .0035 |
| Attala | 132,680 | 13,267 | 28.4 | 22.4 | 6.2 | 3.7 | .0050 |
| Benton | 63,902 | 17,962 | 27.9 | 25.9 | 10.7 | 7.6 | .0019 |
| Bolivar | 294,225 | 12,847 | 26.1 | 18.3 | 7.0 | 7.2 | .0115 |
| Calhoun | 107,929 | 14,000 | 30.8 | 22.0 | 8.3 | 2.8 | .0037 |
| Carroll | 65,262 | 13,776 | 28.2 | 21.6 | 8.1 | 4.1 | .0021 |
| Chickasaw | 127,253 | 15,505 | 29.5 | 26.8 | 7.5 | 3.9 | .0050 |
| Choctaw | 55,044 | 12,781 | 30.5 | 20.1 | 6.0 | 2.9 | .0020 |
| Claiborne | 74,642 | 12,516 | 21.9 | 17.1 | 10.9 | 6.2 | .0026 |
| Clarke | 134,131 | 16,373 | 25.1 | 27.2 | 9.8 | 4.6 | .0047 |
| Clay | 176,725 | 18,277 | 25.2 | 27.7 | 11.6 | 6.4 | .0059 |
| Coahoma | 229,588 | 11,983 | 25.8 | 18.2 | 7.9 | 4.5 | .0103 |
| Copiah | 178,738 | 14,217 | 28.2 | 22.0 | 7.9 | 5.8 | .0067 |
| Covington | 131,777 | 14,953 | 28.6 | 21.1 | 9.5 | 6.8 | .0044 |
| ☐ De Soto | 641,314 | 26,288 | 20.8 | 29.5 | 20.9 | 11.1 | .0193 |
| *Forrest* | 649,930 | 17,148 | 26.6 | 23.9 | 11.3 | 8.6 | .0274 |
| Hattiesburg | 399,583 | 16,136 | 26.5 | 21.9 | 10.4 | 9.2 | .0198 |
| Franklin | 68,433 | 15,200 | 24.0 | 21.0 | 13.2 | 5.4 | .0020 |
| George | 148,261 | 21,616 | 22.6 | 29.4 | 14.2 | 9.5 | .0047 |
| Greene | 70,890 | 16,372 | 26.1 | 25.8 | 11.9 | 4.2 | .0021 |
| Grenada | 171,927 | 18,553 | 24.1 | 26.4 | 12.0 | 8.4 | .0074 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Holmes | 107,108 | 8,586 | 24.3 | 12.9 | 4.6 | 2.0 | .0052 |
| Humphreys | 64,874 | 8,273 | 22.9 | 12.7 | 4.9 | 2.8 | .0031 |
| Issaquena | 15,771 | 11,483 | 27.5 | 16.6 | 4.4 | 7.6 | .0005 |
| Itawamba | 162,902 | 16,403 | 31.4 | 29.1 | 7.6 | 3.0 | .0052 |
| Jasper | 114,043 | 14,148 | 30.6 | 23.5 | 6.4 | 3.6 | .0040 |
| Jefferson | 34,686 | 11,449 | 24.2 | 18.0 | 7.9 | 4.9 | .0017 |
| Jefferson Davis | 100,613 | 14,986 | 28.4 | 21.4 | 9.6 | 7.1 | .0034 |
| Jones | 546,483 | 17,636 | 27.8 | 27.4 | 10.5 | 6.2 | .0206 |
| Kemper | 61,554 | 12,529 | 29.0 | 22.2 | 4.7 | 3.5 | .0023 |
| Lafayette | 308,645 | 17,690 | 24.8 | 23.5 | 11.6 | 9.7 | .0096 |
| Lamar | 252,211 | 19,972 | 24.6 | 28.7 | 13.1 | 8.2 | .0072 |
| Lauderdale | 799,790 | 18,347 | 25.6 | 24.7 | 12.1 | 9.7 | .0288 |
| Meridian | 470,219 | 11,522 | 24.4 | 23.7 | 11.4 | 9.9 | .0197 |
| Lawrence | 108,404 | 17,271 | 24.2 | 24.5 | 11.9 | 8.2 | .0034 |
| Leake | 124,977 | 13,192 | 30.1 | 21.5 | 5.8 | 3.8 | .0048 |
| Lee | 651,381 | 20,552 | 26.7 | 29.7 | 13.0 | 8.6 | .0269 |
| Leflore | 298,102 | 13,743 | 27.4 | 18.7 | 9.2 | 6.5 | .0121 |
| Lincoln | 237,819 | 15,575 | 26.6 | 24.8 | 9.9 | 4.5 | .0096 |
| Lowndes | 528,785 | 17,631 | 29.2 | 26.2 | 11.1 | 6.5 | .0211 |
| Marion | 216,592 | 16,328 | 28.5 | 22.2 | 12.3 | 6.9 | .0076 |
| Marshall | 208,675 | 14,659 | 28.2 | 23.8 | 8.6 | 4.5 | .0072 |
| Monroe | 275,898 | 16,466 | 26.8 | 27.6 | 9.7 | 4.6 | .0095 |
| Montgomery | 77,734 | 12,880 | 29.0 | 20.5 | 6.0 | 3.1 | .0032 |
| Neshoba | 206,915 | 16,400 | 28.5 | 24.4 | 9.5 | 6.9 | .0073 |
| Newton | 154,400 | 14,502 | 28.1 | 21.8 | 9.5 | 3.9 | .0055 |
| Noxubee | 71,301 | 11,970 | 29.4 | 18.2 | 5.2 | 4.0 | .0027 |
| Oktibbeha | 307,042 | 15,677 | 27.0 | 20.0 | 10.3 | 9.8 | .0107 |
| Panola | 198,210 | 13,597 | 28.2 | 21.1 | 7.5 | 4.6 | .0077 |
| Pearl River | 331,080 | 17,284 | 26.8 | 23.6 | 12.3 | 7.8 | .0110 |
| Perry | 91,249 | 19,253 | 20.6 | 24.8 | 12.7 | 10.7 | .0029 |
| Pike | 321,307 | 16,258 | 27.7 | 22.7 | 10.6 | 7.9 | .0122 |
| Pontotoc | 168,737 | 15,018 | 30.9 | 24.5 | 7.7 | 3.6 | .0056 |
| Prentiss | 190,558 | 15,289 | 29.8 | 26.4 | 6.5 | 4.4 | .0064 |
| Quitman | 55,546 | 8,842 | 25.9 | 14.0 | 2.9 | 2.2 | .0027 |
| Scott | 203,308 | 15,308 | 29.4 | 22.7 | 8.8 | 5.8 | .0074 |
| Sharkey | 42,098 | 10,466 | 27.3 | 14.8 | 4.5 | 5.5 | .0017 |
| Simpson | 212,976 | 18,432 | 26.8 | 25.4 | 13.2 | 8.1 | .0069 |
| Smith | 131,337 | 16,062 | 27.7 | 22.6 | 12.0 | 6.4 | .0040 |
| Stone | 92,225 | 20,462 | 23.2 | 27.7 | 13.9 | 9.4 | .0031 |
| Sunflower | 209,317 | 12,417 | 28.0 | 18.8 | 7.1 | 4.8 | .0084 |
| Tallahatchie | 81,300 | 9,227 | 25.1 | 13.6 | 4.1 | 3.7 | .0033 |
| Tate | 136,564 | 14,184 | 28.6 | 25.4 | 6.3 | 2.8 | .0061 |
| Tippah | 141,649 | 15,388 | 31.8 | 24.2 | 7.0 | 3.8 | .0054 |
| Tishomingo | 122,052 | 13,844 | 33.8 | 23.1 | 5.0 | 2.2 | .0044 |

## MISS. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group (A) $10,000-$19,999 | (B) $20,000-$34,999 | (C) $35,000-$49,999 | (D) $50,000 & Over | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Tunica | 41,104 | 7,729 | 21.3 | 11.2 | 2.7 | 3.6 | .0022 |
| Union | 181,760 | 15,813 | 28.9 | 27.6 | 7.8 | 4.0 | .0062 |
| Walthall | 106,537 | 15,208 | 25.5 | 23.4 | 8.3 | 7.7 | .0034 |
| Warren | 547,212 | 22,117 | 21.7 | 24.8 | 16.6 | 12.6 | .0180 |
| Washington | 506,271 | 14,411 | 26.7 | 21.7 | 8.4 | 6.4 | .0213 |
| Greenville | 286,226 | 14,325 | 27.1 | 21.2 | 8.6 | 5.8 | .0143 |
| Wayne | 170,245 | 17,545 | 25.7 | 22.2 | 12.8 | 9.4 | .0056 |
| Webster | 73,037 | 14,793 | 28.7 | 25.5 | 6.9 | 3.3 | .0024 |
| Wilkinson | 67,711 | 14,585 | 28.5 | 21.4 | 8.0 | 5.5 | .0024 |
| Winston | 149,843 | 15,769 | 28.5 | 25.4 | 8.5 | 5.5 | .0050 |
| Yalobusha | 100,563 | 15,031 | 29.6 | 23.7 | 8.2 | 4.5 | .0039 |
| Yazoo | 180,397 | 12,532 | 27.6 | 19.2 | 6.7 | 4.8 | .0070 |
| **TOTAL METRO COUNTIES** | **8,447,969** | **22,381** | **24.4** | **26.8** | **15.9** | **12.4** | **.2805** |
| **TOTAL STATE** | **23,011,966** | **17,462** | **26.3** | **24.4** | **11.6** | **8.2** | **.8189** |

# Missouri

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **COLUMBIA** | **110.0** | **.0448** | **27.4** | **24.1** | **21.0** | **16.6** | **17.5** | **39.9** |
| Boone | 110.0 | .0448 | 27.4 | 24.1 | 21.0 | 16.6 | 17.5 | 39.9 |
| • Columbia | 65.5 | .0267 | 25.4 | 32.5 | 19.3 | 14.2 | 17.4 | 23.4 |
| SUBURBAN TOTAL | 44.5 | .0181 | 29.8 | 11.6 | 23.4 | 20.1 | 17.9 | 16.5 |
| **JOPLIN** | **135.7** | **.0552** | **34.7** | **10.3** | **15.3** | **19.3** | **30.2** | **51.5** |
| Jasper | 90.7 | .0369 | 34.4 | 10.7 | 15.7 | 18.5 | 30.6 | 35.1 |
| • Joplin | 40.8 | .0166 | 34.7 | 12.4 | 16.0 | 17.1 | 32.4 | 16.9 |
| Newton | 45.0 | .0183 | 35.2 | 9.3 | 14.7 | 21.0 | 29.2 | 16.4 |
| SUBURBAN TOTAL | 94.9 | .0386 | 34.6 | 9.3 | 15.2 | 20.3 | 29.1 | 34.6 |
| **KANSAS CITY** | **1,542.7** | **.6282** | **32.6** | **10.3** | **18.4** | **20.7** | **24.8** | **585.0** |
| Cass* | 58.5 | .0239 | 32.7 | 9.0 | 16.6 | 23.4 | 22.0 | 20.2 |
| Clay | 148.1 | .0603 | 31.9 | 11.2 | 19.2 | 22.2 | 21.9 | 55.7 |
| Jackson | 641.1 | .2610 | 33.0 | 11.0 | 18.1 | 19.3 | 27.0 | 253.0 |
| Independence | 115.9 | .0472 | 33.3 | 10.6 | 17.6 | 20.6 | 28.4 | 44.9 |
| • Kansas City | 446.1 | .1816 | 32.9 | 11.3 | 18.5 | 18.5 | 27.6 | 178.4 |
| Lafayette | 31.6 | .0128 | 36.6 | 8.7 | 14.3 | 19.8 | 32.5 | 11.7 |
| [illegible] | 52.6 | .0214 | 31.4 | 9.6 | 20.0 | 24.0 | 18.7 | 18.9 |
| Ray | 23.4 | .0096 | 34.9 | 8.3 | 14.8 | 22.2 | 27.7 | 8.2 |
| *Johnson, Kans.* | *329.2* | *.1341* | *32.3* | *8.9* | *20.4* | *23.1* | *21.4* | *124.7* |
| *• Olathe* | *53.8* | *.0219* | *28.0* | *11.5* | *25.4* | *19.4* | *12.8* | *18.6* |
| *Overland Park* | *97.7* | *.0398* | *33.2* | *8.6* | *19.5* | *24.7* | *21.7* | *37.4* |
| *Leavenworth, Kans.* | *60.7* | *.0247* | *32.4* | *10.2* | *18.5* | *22.3* | *22.9* | *19.0* |
| *• Leavenworth* | *36.6* | *.0149* | *32.2* | *11.2* | *18.8* | *21.4* | *23.4* | *11.5* |
| *Miami, Kans.* | *23.1* | *.0094* | *35.2* | *8.6* | *14.8* | *20.1* | *30.3* | *8.4* |
| *Wyandotte, Kans.* | *174.4* | *.0710* | *31.7* | *11.4* | *16.8* | *17.7* | *26.8* | *65.2* |
| *• Kansas City* | *162.3* | *.0661* | *31.7* | *11.5* | *16.9* | *17.5* | *26.9* | *61.2* |
| SUBURBAN TOTAL | 843.9 | .3437 | 33.0 | 9.4 | 18.2 | 22.6 | 23.7 | 315.3 |
| **ST. JOSEPH** | **86.7** | **.0352** | **34.4** | **10.8** | **15.4** | **17.7** | **31.5** | **32.7** |
| Buchanan | 86.7 | .0352 | 34.4 | 10.8 | 15.4 | 17.7 | 31.5 | 32.7 |
| • St. Joseph | 74.3 | .0302 | 34.5 | 11.0 | 15.5 | 17.0 | 32.2 | 28.3 |
| SUBURBAN TOTAL | 12.4 | .0050 | 34.1 | 9.4 | 15.1 | 21.7 | 27.0 | 4.4 |
| **ST. LOUIS** | **2,463.7** | **1.0031** | **32.9** | **10.5** | **16.9** | **20.0** | **26.4** | **900.2** |
| Franklin | 80.2 | .0327 | 32.3 | 9.8 | 15.6 | 20.1 | 25.7 | 26.7 |
| Jefferson | 168.2 | .0685 | 30.1 | 10.1 | 19.2 | 21.7 | 18.8 | 54.7 |
| St. Charles | 185.1 | .0754 | 29.8 | 9.9 | 19.9 | 23.0 | 16.7 | 61.4 |
| • St. Charles | 48.0 | .0195 | 32.4 | 12.0 | 17.0 | 21.6 | 23.9 | 17.8 |
| St. Louis | 1,004.1 | .4088 | 33.6 | 10.1 | 17.7 | 21.5 | 26.0 | 368.3 |
| Florissant | 59.6 | .0243 | 32.7 | 11.9 | 16.0 | 22.2 | 24.1 | 19.8 |
| University City | 43.2 | .0176 | 34.5 | 9.3 | 18.7 | 19.8 | 29.2 | 17.5 |
| St. Louis city | 426.8 | .1737 | 34.7 | 11.3 | 15.4 | 15.2 | 34.3 | 171.1 |
| • St. Louis | 426.8 | .1737 | 34.7 | 11.3 | 15.4 | 15.2 | 34.3 | 171.1 |
| *Clinton, Ill.* | *34.1* | *.0139* | *31.7* | *11.1* | *15.2* | *18.0* | *26.9* | *11.8* |
| *Jersey, Ill.* | *21.1* | *.0086* | *32.5* | *12.3* | *15.2* | *19.7* | *26.5* | *7.2* |
| *Madison, Ill.* | *252.5* | *.1028* | *33.5* | *11.0* | *15.8* | *19.9* | *27.7* | *94.9* |
| *• Alton* | *33.3* | *.0136* | *34.4* | *11.0* | *14.9* | *16.3* | [illegible] | *13.1* |
| *• Granite City* | *35.7* | *.0145* | *33.5* | *11.4* | *15.6* | *19.1* | *21.5* | *13.6* |
| *Monroe, Ill.* | *21.6* | *.0087* | *34.4* | *9.8* | *14.9* | *20.5* | *26.6* | *7.8* |
| *St. Clair, Ill.* | *270.0* | *.1100* | *31.5* | *11.0* | *16.0* | *18.7* | *25.6* | *96.3* |
| *• Belleville* | *42.7* | *.0174* | *38.3* | *10.3* | *15.5* | *16.5* | *37.2* | *17.6* |
| *• East St. Louis* | *50.2* | *.0204* | *25.6* | *11.0* | *14.6* | *15.5* | *20.8* | *15.8* |
| SUBURBAN TOTAL | 1,827.0 | .7440 | 32.6 | 10.2 | 17.5 | 21.3 | 24.4 | 651.2 |
| **SPRINGFIELD** | **231.0** | **.0940** | **32.1** | **13.6** | **17.7** | **19.2** | **25.6** | **87.7** |
| Christian | 29.1 | .0118 | 33.0 | 9.2 | 16.6 | 21.5 | 25.1 | 10.3 |
| Greene | 201.9 | .0822 | 32.0 | 14.3 | 17.7 | 18.9 | 25.7 | 77.4 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **COLUMBIA** | **592,121** | **119,115** | **60,316** | **90,661** | **21,557** | **142,883** | **15,746** |
| Boone | 592,121 | 119,115 | 60,316 | 90,661 | 21,557 | 142,883 | 15,746 |
| • Columbia | 543,479 | 106,048 | 57,441 | 89,457 | 20,584 | 128,215 | 15,704 |
| SUBURBAN TOTAL | 48,642 | 13,067 | 2,875 | 1,204 | 973 | 14,668 | 42 |
| **JOPLIN** | **837,077** | **178,517** | **71,229** | **136,485** | **28,769** | **211,708** | **15,829** |
| Jasper | 638,395 | 124,434 | 55,062 | 119,506 | 22,435 | 162,227 | 13,746 |
| • Joplin | 513,327 | 102,173 | 45,706 | 95,529 | 19,193 | 134,929 | 11,817 |
| Newton | 198,682 | 54,083 | 16,167 | 16,979 | 6,334 | 49,481 | 2,083 |
| SUBURBAN TOTAL | 323,750 | 76,344 | 25,523 | 40,956 | 9,576 | 76,779 | 4,012 |
| **KANSAS CITY** | **11,016,106** | **1,993,117** | **1,056,645** | **1,609,405** | **443,856** | **2,692,680** | **314,016** |
| Cass* | 245,349 | 65,161 | 17,533 | 42,734 | 4,853 | 59,962 | 6,946 |
| Clay | 1,348,863 | 243,718 | 103,002 | 271,628 | 43,494 | 335,370 | 37,777 |
| Jackson | 5,360,094 | 876,275 | 582,347 | 739,139 | 198,402 | 1,352,068 | 151,879 |
| Independence | 937,660 | 165,176 | 89,854 | 140,127 | 34,112 | 287,837 | 25,207 |
| • Kansas City | 3,851,674 | 582,882 | 445,250 | 652,539 | 146,780 | 848,693 | 104,076 |
| Lafayette | 113,517 | 30,479 | 10,966 | 11,333 | 3,017 | 30,761 | 3,120 |
| [illegible] | 166,279 | 45,747 | 28,527 | 10,248 | 3,377 | 19,742 | 6,515 |
| Ray | 66,959 | 12,795 | 4,565 | 8,883 | 1,824 | 7,870 | 2,141 |
| *Johnson, Kans.* | *2,568,716* | *423,252* | *216,982* | *382,051* | *152,458* | *622,256* | *56,543* |
| *• Olathe* | *355,463* | *79,199* | *26,115* | *37,065* | *12,573* | *113,623* | *6,466* |
| *Overland Park* | *1,115,287* | *121,618* | *84,495* | *258,869* | *68,539* | *283,061* | *23,074* |
| *Leavenworth, Kans.* | *221,372* | *53,476* | *17,310* | *26,454* | *9,893* | *66,674* | *5,940* |
| *• Leavenworth* | *187,083* | *44,168* | *14,971* | *24,930* | *8,031* | *55,709* | *4,836* |
| *Miami, Kans.* | *88,267* | *26,978* | *5,518* | *12,436* | *3,202* | *19,755* | *3,372* |
| *Wyandotte, Kans.* | *836,690* | *215,236* | *69,895* | *104,499* | *23,336* | *178,222* | *39,783* |
| *• Kansas City* | *786,420* | *202,818* | *68,030* | *104,107* | *22,869* | *153,050* | *38,736* |
| SUBURBAN TOTAL | 5,835,466 | 1,084,050 | 502,279 | 790,764 | 253,603 | 1,521,605 | 159,902 |
| **ST. JOSEPH** | **596,857** | **137,450** | **55,156** | **109,936** | **21,737** | **145,555** | **13,543** |
| Buchanan | 596,857 | 137,450 | 55,156 | 109,936 | 21,737 | 145,555 | 13,543 |
| • St. Joseph | 573,681 | 133,922 | 52,792 | 105,492 | 21,305 | 142,226 | 13,357 |
| SUBURBAN TOTAL | 23,176 | 3,528 | 2,364 | 4,444 | 432 | 3,329 | 186 |
| **ST. LOUIS** | **16,439,385** | **3,177,910** | **1,629,229** | **2,391,328** | **739,732** | **3,879,875** | **429,331** |
| Franklin | 432,468 | 101,523 | 30,745 | 36,359 | 12,578 | 112,907 | 11,857 |
| Jefferson | 583,206 | 158,102 | 36,564 | 80,940 | 15,972 | 123,709 | 11,143 |
| St. Charles | 888,233 | 166,254 | 76,541 | 142,119 | 27,445 | 210,657 | 13,792 |
| • St. Charles | 364,416 | 48,745 | 34,161 | 30,816 | 11,960 | 135,332 | 7,282 |
| St. Louis | 8,525,285 | 1,525,642 | 772,315 | 1,244,206 | 455,616 | 2,152,187 | 236,555 |
| Florissant | 391,183 | 122,700 | 36,210 | 21,726 | 17,005 | 115,831 | 17,533 |
| University City | 123,533 | 28,735 | 14,079 | 9,323 | 7,980 | 12,218 | 12,058 |
| St. Louis city | 2,692,894 | 571,648 | 426,137 | 321,670 | 86,964 | 493,572 | 83,173 |
| • St. Louis | 2,692,894 | 571,648 | 426,137 | 321,670 | 86,964 | 493,572 | 83,173 |
| *Clinton, Ill.* | *137,646* | *26,557* | *12,711* | *4,852* | *10,440* | *38,956* | *1,800* |
| *Jersey, Ill.* | *70,898* | *12,675* | *6,724* | *13,645* | *2,386* | *22,555* | *1,315* |
| *Madison, Ill.* | *1,509,228* | *327,922* | *127,204* | *260,032* | *56,202* | *369,957* | *34,732* |
| *• Alton* | *330,353* | *41,197* | *26,816* | *96,834* | *15,980* | *75,461* | *6,119* |
| *• Granite City* | *228,636* | *59,237* | *22,008* | *19,012* | *4,727* | *41,642* | *9,140* |
| *Monroe, Ill.* | *83,047* | *24,511* | *6,424* | *13,430* | *1,401* | *20,710* | *2,436* |
| *St. Clair, Ill.* | *1,516,480* | *263,076* | *133,864* | *274,075* | *70,728* | *334,665* | *32,528* |
| *• Belleville* | *444,115* | *84,133* | *35,822* | *25,500* | *22,739* | *172,761* | *14,117* |
| *• East St. Louis* | *138,160* | *35,619* | *11,735* | *7,050* | *4,313* | *13,049* | *7,010* |
| SUBURBAN TOTAL | 12,240,811 | 2,337,331 | 1,072,550 | 1,890,446 | 593,049 | 2,948,051 | 302,490 |
| **SPRINGFIELD** | **1,563,074** | **304,460** | **142,478** | **277,561** | **73,283** | **389,242** | **33,973** |
| Christian | 113,512 | 36,155 | 3,713 | 1,370 | 2,282 | 43,842 | 1,077 |
| Greene | 1,449,562 | 268,305 | 136,765 | 276,191 | 71,001 | 345,400 | 32,896 |

| MO. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| • Springfield | 142.4 | .0580 | 31.8 | 16.7 | 17.7 | 16.8 | 27.5 | 56.8 | 1,334,891 | 246,846 | 128,637 | 273,720 | 66,293 | 305,080 | 30,672 |
| SUBURBAN TOTAL | 88.6 | .0360 | 32.6 | 8.7 | 17.6 | 23.1 | 22.6 | 30.9 | 228,183 | 57,614 | 13,841 | 3,841 | 6,990 | 84,242 | 3,301 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 24.8 | .0101 | 29.0 | 23.0 | 16.6 | 14.7 | 25.3 | 9.2 | 157,057 | 36,428 | 19,374 | 17,905 | 5,626 | 35,663 | 1,761 |
| Andrew | 15.3 | .0063 | 35.1 | 8.5 | 14.9 | 19.9 | 30.3 | 5.2 | 42,561 | 9,860 | 1,369 | 2,271 | 1,255 | 16,262 | 92 |
| Atchison | 8.1 | .0032 | 37.8 | 9.7 | 14.2 | 17.0 | 36.3 | 3.1 | 40,916 | 12,107 | 3,182 | 446 | 426 | 6,316 | 465 |
| Audrain | 25.7 | .0105 | 34.9 | 8.9 | 14.9 | 17.7 | 32.1 | 9.6 | 124,417 | 32,606 | 8,176 | 16,285 | 6,634 | 22,386 | 3,875 |
| Barry | 27.5 | .0112 | 39.1 | 7.7 | 12.5 | 19.0 | 36.6 | 10.2 | 118,098 | 30,908 | 7,618 | 17,733 | 2,378 | 26,022 | 2,028 |
| Barton | 11.9 | .0049 | 38.8 | 9.0 | 13.2 | 16.5 | 37.8 | 4.6 | 40,894 | 8,313 | 2,714 | 9,467 | 491 | 7,130 | 973 |
| Bates | 16.5 | .0067 | 39.2 | 7.7 | 12.9 | 18.5 | 37.0 | 6.2 | 52,302 | 13,850 | 3,015 | 4,878 | 1,563 | 16,450 | 740 |
| Benton | 13.7 | .0055 | 43.2 | 6.6 | 11.0 | 18.4 | 42.0 | 5.3 | 48,578 | 12,198 | 5,428 | 6,143 | 1,160 | 12,618 | 744 |
| Bollinger | 11.1 | .0046 | 36.2 | 8.7 | 13.7 | 18.7 | 32.9 | 4.1 | 22,760 | 5,533 | 1,003 | 193 | 406 | 8,721 | 375 |
| Butler | 39.3 | .0160 | 35.7 | 8.7 | 14.8 | 19.4 | 31.5 | 14.8 | 312,483 | 63,070 | 20,279 | 37,155 | 14,658 | 94,322 | 7,833 |
| Caldwell | 8.4 | .0035 | 39.5 | 7.2 | 12.2 | 18.8 | 37.4 | 3.1 | 24,233 | 6,715 | 1,888 | 344 | 230 | 7,873 | 35 |
| Callaway | 33.6 | .0136 | 31.7 | 13.1 | 17.2 | 18.9 | 25.4 | 11.2 | 123,059 | 28,784 | 14,190 | 15,575 | 3,367 | 17,476 | 2,032 |
| Camden | 25.4 | .0104 | 40.5 | 7.8 | 13.4 | 19.2 | 38.2 | 10.1 | 177,041 | 45,114 | 19,986 | 15,471 | 6,074 | 42,040 | 1,575 |
| Cape Girardeau | 63.0 | .0256 | 31.6 | 16.3 | 16.8 | 17.9 | 26.3 | 22.7 | 441,127 | 95,496 | 35,970 | 73,316 | 23,352 | 99,815 | 7,286 |
| Carroll | 11.6 | .0048 | 38.2 | 8.1 | 13.6 | 17.4 | 36.6 | 4.6 | 38,429 | 10,210 | 2,790 | 3,092 | 1,148 | 6,033 | 1,208 |
| Carter | 6.1 | .0024 | 34.9 | 8.2 | 14.7 | 19.8 | 30.0 | 2.0 | 13,144 | 2,986 | 2,340 | 548 | 111 | 318 | 122 |
| Cedar | 12.9 | .0052 | 43.6 | 6.8 | 11.6 | 17.2 | 43.0 | 5.0 | 54,209 | 13,751 | 2,269 | 5,315 | 963 | 18,542 | 1,383 |
| Chariton | 10.2 | .0042 | 39.7 | 8.2 | 13.1 | 17.3 | 38.4 | 4.0 | 31,324 | 9,154 | 2,718 | 2,466 | 1,490 | 6,225 | 487 |
| Clark | 8.4 | .0034 | 35.0 | 8.6 | 14.5 | 18.6 | 31.5 | 3.0 | 28,916 | 4,301 | 1,951 | 3,425 | 286 | 5,697 | 644 |
| Clinton | 17.4 | .0071 | 35.1 | 7.8 | 14.5 | 21.7 | 28.5 | 6.2 | 51,159 | 14,354 | 3,016 | 9,534 | 608 | 8,578 | 808 |
| Cole | 64.6 | .0263 | 31.6 | 12.5 | 20.0 | 19.4 | 23.9 | 22.4 | 551,214 | 81,483 | 38,774 | 86,087 | 22,568 | 151,007 | 13,589 |
| Cooper | 14.9 | .0061 | 36.5 | 8.9 | 13.7 | 17.5 | 34.4 | 5.5 | 71,902 | 17,820 | 4,528 | 5,182 | 2,911 | 19,697 | 2,564 |
| Crawford | 20.3 | .0082 | 36.3 | 8.5 | 13.2 | 18.7 | 33.1 | 7.2 | 82,888 | 18,083 | 2,897 | 12,340 | 1,799 | 13,011 | 1,085 |
| Dade | 7.6 | .0031 | 42.5 | 7.1 | 12.1 | 16.9 | 42.1 | 3.1 | 15,639 | 5,910 | 953 | 295 | 349 | 1,289 | 550 |
| Dallas | 13.8 | .0057 | 38.7 | 7.7 | 12.6 | 18.8 | 36.1 | 5.0 | 50,548 | 24,312 | 2,542 | 417 | 3,142 | 8,389 | 762 |
| Daviess | 8.8 | .0035 | 39.0 | 7.8 | 12.3 | 17.7 | 37.3 | 3.4 | 15,431 | 3,438 | 994 | 1,062 | 230 | 4,209 | 229 |
| De Kalb | 8.5 | .0035 | 38.0 | 8.0 | 13.2 | 19.5 | 34.8 | 3.1 | 18,476 | 3,904 | 3,265 | 249 | 635 | 5,477 | |
| Dent | 15.4 | .0063 | 36.4 | 8.7 | 14.0 | 19.2 | 32.7 | 5.6 | 52,150 | 13,845 | 2,567 | 10,058 | 2,509 | 6,962 | 915 |
| Douglas | 12.6 | .0051 | 36.6 | 7.9 | 13.7 | 20.0 | 32.2 | 4.6 | 26,359 | 4,661 | 1,529 | 8,467 | 630 | 2,932 | 789 |
| Dunklin | 35.9 | .0146 | 35.8 | 8.4 | 13.8 | 18.5 | 32.6 | 13.1 | 174,829 | 35,678 | 7,196 | 30,753 | 8,423 | 40,831 | 5,520 |
| Gasconade | 14.1 | .0057 | 40.7 | 7.9 | 12.7 | 17.3 | 39.5 | 5.3 | 58,511 | 13,478 | 3,304 | 8,060 | 2,659 | 13,808 | 1,591 |
| Gentry | 8.0 | .0033 | 41.8 | 7.6 | 12.0 | 17.1 | 41.0 | 3.1 | 32,741 | 8,680 | 1,094 | 1,452 | 766 | 9,779 | 417 |
| Grundy | 12.0 | .0049 | 39.1 | 8.1 | 14.1 | 18.5 | 37.0 | 4.7 | 59,953 | 17,363 | 6,169 | 9,313 | 989 | 11,191 | 1,135 |
| Harrison | 9.5 | .0038 | 41.6 | 8.4 | 11.9 | 17.7 | 40.4 | 4.1 | 84,114 | 17,338 | 2,468 | 10,425 | 1,217 | 18,741 | 1,445 |
| Henry | 20.6 | .0084 | 38.9 | 7.9 | 13.4 | 18.0 | 37.1 | 8.1 | 94,970 | 25,314 | 8,601 | 14,091 | 4,390 | 13,795 | 4,953 |
| Hickory | 7.4 | .0030 | 47.1 | 5.8 | 10.3 | 16.6 | 46.9 | 3.1 | 10,362 | 3,120 | 1,593 | 74 | 373 | 872 | 153 |
| Holt | 6.6 | .0027 | 41.1 | 7.0 | 13.1 | 16.2 | 40.8 | 2.7 | 26,182 | 3,616 | 902 | 306 | 103 | 11,971 | 55 |
| Howard | 10.1 | .0041 | 36.7 | 12.2 | 13.1 | 16.4 | 35.5 | 3.6 | 33,322 | 10,827 | 2,290 | 1,115 | 960 | 4,372 | 1,542 |
| Howell | 31.5 | .0128 | 36.8 | 8.3 | 14.0 | 19.8 | 32.7 | 11.7 | 179,861 | 47,761 | 10,505 | 26,401 | 5,739 | 44,155 | 4,348 |
| Iron | 11.6 | .0048 | 36.2 | 8.0 | 13.8 | 19.0 | 32.6 | 3.9 | 36,758 | 11,555 | 2,320 | 1,906 | 1,192 | 11,609 | 932 |
| Johnson | 40.3 | .0164 | 26.3 | 24.8 | 15.8 | 16.6 | 19.7 | 13.0 | 137,480 | 35,384 | 15,465 | 18,898 | 3,724 | 34,118 | 3,246 |
| Knox | 5.4 | .0022 | 40.0 | 7.8 | 11.7 | 18.1 | 38.3 | 2.1 | 15,949 | 2,972 | 944 | 1,609 | 714 | 4,783 | 791 |
| Laclede | 27.2 | .0111 | 35.4 | 8.8 | 14.7 | 20.0 | 30.5 | 10.1 | 148,845 | 34,599 | 9,993 | 16,858 | 3,725 | 28,241 | 2,025 |
| Lawrence | 32.0 | .0131 | 36.9 | 8.1 | 13.5 | 19.1 | 33.5 | 11.8 | 109,510 | 29,462 | 7,739 | 10,612 | 2,668 | 34,879 | 2,279 |
| Lewis | 10.7 | .0043 | 35.1 | 11.8 | 13.3 | 18.6 | 31.5 | 3.8 | 46,665 | 9,961 | 2,123 | 482 | 569 | 18,775 | 98 |
| Lincoln | 26.5 | .0108 | 34.5 | 9.2 | 14.5 | 19.7 | 29.5 | 9.1 | 98,183 | 23,582 | 5,634 | 12,563 | 2,195 | 31,186 | 3,114 |
| Linn | 15.2 | .0062 | 41.6 | 8.0 | 12.9 | 16.8 | 40.8 | 6.1 | 75,122 | 18,430 | 4,874 | 13,993 | 3,016 | 13,949 | 1,655 |
| Livingston | 15.6 | .0063 | 37.6 | 8.2 | 14.1 | 17.9 | 35.4 | 5.9 | 115,047 | 27,249 | 6,727 | 16,639 | 6,265 | 23,398 | 1,554 |

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon . . .
you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call.
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

## MO. (cont.)

### POPULATION—12/31/87

### RETAIL SALES BY STORE GROUP—1987

| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| McDonald | 16.8 | .0069 | 36.2 | 8.4 | 13.4 | 21.4 | 30.4 | 6.1 | 71,698 | 21,639 | 2,308 | 4,918 | 1,396 | 9,464 | 709 |
| Macon | 16.9 | .0069 | 39.0 | 7.7 | 13.4 | 17.9 | 37.4 | 6.4 | 61,272 | 17,643 | 4,154 | 6,396 | 1,717 | 13,883 | 1,363 |
| Madison | 12.1 | .0049 | 39.0 | 8.3 | 12.8 | 18.1 | 37.2 | 4.7 | 36,374 | 8,944 | 3,079 | 7,626 | 1,095 | 4,190 | 568 |
| Maries | 8.2 | .0033 | 36.8 | 7.7 | 13.4 | 19.3 | 33.2 | 3.0 | 15,217 | 4,296 | 1,153 | 551 | 115 | 4,307 | |
| Marion | 28.4 | .0116 | 35.1 | 9.3 | 15.2 | 17.0 | 33.1 | 10.6 | 183,378 | 43,760 | 14,548 | 19,218 | 4,618 | 50,812 | 4,624 |
| Mercer | 4.3 | .0017 | 44.2 | 8.4 | 11.3 | 17.3 | 43.0 | 1.6 | 12,851 | 5,511 | 783 | | 859 | 2,036 | 78 |
| Miller | 22.0 | .0090 | 35.3 | 8.7 | 14.7 | 18.5 | 31.8 | 8.0 | 122,388 | 26,918 | 13,707 | 16,264 | 3,647 | 27,847 | 1,046 |
| Mississippi | 15.3 | .0062 | 33.9 | 9.0 | 13.6 | 18.1 | 30.3 | 5.4 | 57,631 | 10,830 | 1,122 | 10,538 | 599 | 16,581 | 1,686 |
| Moniteau | 13.1 | .0054 | 35.8 | 8.8 | 14.9 | 18.5 | 32.6 | 4.4 | 42,284 | 9,289 | 1,685 | 2,429 | 832 | 17,507 | 720 |
| Monroe | 9.9 | .0040 | 36.9 | 8.8 | 13.5 | 18.2 | 34.4 | 3.5 | 30,577 | 10,922 | 1,404 | 1,846 | 1,347 | 4,991 | 828 |
| Montgomery | 11.9 | .0048 | 38.5 | 8.1 | 12.3 | 18.5 | 36.1 | 4.2 | 51,335 | 15,760 | 4,745 | 1,997 | 883 | 11,132 | 385 |
| Morgan | 16.1 | .0066 | 41.8 | 6.9 | 11.6 | 18.3 | 40.3 | 6.0 | 62,857 | 17,767 | 4,429 | 7,223 | 1,857 | 13,541 | 548 |
| New Madrid | 22.3 | .0091 | 33.0 | 8.9 | 13.9 | 18.1 | 29.1 | 7.7 | 110,839 | 22,953 | 5,258 | 12,928 | 4,712 | 12,893 | 4,714 |
| Nodaway | 21.5 | .0087 | 31.3 | 18.6 | 14.0 | 15.6 | 29.3 | 7.6 | 88,420 | 24,811 | 9,451 | 8,180 | 1,803 | 16,638 | 1,326 |
| Oregon | 10.7 | .0044 | 38.3 | 7.5 | 13.0 | 18.9 | 35.7 | 3.9 | 47,596 | 12,915 | 1,481 | 981 | 461 | 13,069 | 1,091 |
| Osage | 12.6 | .0051 | 32.8 | 10.3 | 13.6 | 17.2 | 29.9 | 4.1 | 54,393 | 7,084 | 1,519 | 820 | 288 | 31,239 | |
| Ozark | 9.0 | .0037 | 39.4 | 7.4 | 12.8 | 18.9 | 36.7 | 3.4 | 22,199 | 6,711 | 958 | 267 | 339 | 6,763 | 115 |
| Pemiscot | 24.1 | .0098 | 33.1 | 8.9 | 13.2 | 16.2 | 31.3 | 8.5 | 62,641 | 22,245 | 3,411 | 9,720 | 1,919 | 6,551 | 1,603 |
| Perry | 17.8 | .0072 | 34.0 | 9.4 | 14.9 | 16.6 | 31.8 | 6.1 | 69,094 | 11,282 | 6,855 | 17,953 | 1,566 | 10,451 | 2,061 |
| Pettis | 36.7 | .0150 | 35.8 | 9.8 | 14.6 | 19.1 | 31.9 | 13.9 | 204,426 | 43,658 | 16,587 | 27,451 | 6,134 | 56,479 | 5,029 |
| Phelps | 35.0 | .0142 | 31.1 | 17.9 | 14.3 | 13.2 | 26.2 | 12.1 | 206,122 | 37,292 | 18,290 | 23,338 | 4,988 | 54,337 | 3,604 |
| Pike | 17.0 | .0070 | 35.2 | 8.7 | 13.7 | 19.1 | 31.2 | 6.0 | 71,433 | 18,801 | 4,703 | 10,594 | 1,184 | 11,296 | 3,051 |
| Polk | 20.9 | .0085 | 35.6 | 12.8 | 12.7 | 17.9 | 32.9 | 7.5 | 95,987 | 21,534 | 5,355 | 16,556 | 1,235 | 28,414 | 2,505 |
| Pulaski | 44.6 | .0181 | 24.6 | 24.7 | 18.0 | 15.9 | 14.8 | 11.8 | 149,359 | 29,205 | 17,215 | 14,859 | 2,882 | 36,874 | 2,765 |
| Putnam | 5.6 | .0023 | 40.8 | 7.4 | 11.4 | 18.4 | 39.2 | 2.[illegible] | 15,091 | 5,209 | 621 | 614 | 80 | 3,751 | 356 |
| Ralls | 9.3 | .0038 | 35.0 | 8.2 | 15.4 | 18.6 | 31.4 | 3.4 | 14,779 | 5,392 | 366 | 194 | 728 | 3,752 | |
| Randolph | 27.6 | .0112 | 34.0 | 10.6 | 17.3 | 17.2 | 31.0 | 9.7 | 171,877 | 33,138 | 9,551 | 22,147 | 5,701 | 46,353 | 2,470 |
| Reynolds | 7.2 | .0029 | 35.0 | 8.7 | 14.5 | 19.0 | 31.0 | 2.8 | 24,044 | 10,290 | 849 | 307 | 452 | 4,872 | 874 |
| Ripley | 13.8 | .0056 | 38.7 | 7.9 | 12.2 | 19.1 | 35.7 | 5.1 | 49,162 | 17,654 | 1,831 | 2,437 | 1,065 | 13,143 | 1,257 |
| St. Clair | 8.8 | .0036 | 41.8 | 7.0 | 11.4 | 17.4 | 41.2 | 3.4 | 31,113 | 5,806 | 1,967 | 294 | 428 | 8,683 | 196 |
| Ste. Genevieve | 16.7 | .0068 | 32.7 | 9.9 | 14.8 | 19.1 | 27.5 | 5.7 | 47,332 | 10,142 | 5,605 | 1,720 | 1,039 | 13,162 | 874 |
| St. Francois | 46.3 | .0188 | 36.2 | 8.8 | 14.1 | 19.0 | 32.7 | 16.2 | 215,050 | 48,009 | 13,622 | 39,697 | 7,790 | 47,914 | 6,100 |
| Saline | 24.8 | .0101 | 36.1 | 9.8 | 15.0 | 17.5 | 33.9 | 9.4 | 114,791 | 22,851 | 6,561 | 21,453 | 3,371 | 26,823 | 8,860 |
| Schuyler | 4.7 | .0019 | 39.3 | 8.0 | 12.8 | 18.4 | 37.2 | 2.0 | 14,990 | 3,069 | 903 | 48 | 549 | 6,425 | |
| Scotland | 5.3 | .0022 | 40.7 | 7.4 | 11.3 | 17.5 | 39.8 | 2.1 | 22,174 | 5,381 | 1,736 | 1,067 | 500 | 3,648 | 339 |
| Scott | 41.5 | .0169 | 32.1 | 9.8 | 16.2 | 19.0 | 26.2 | 14.7 | 221,729 | 48,443 | 19,032 | 39,039 | 7,450 | 46,769 | 3,777 |
| Shannon | 7.8 | .0031 | 35.3 | 8.6 | 14.3 | 19.9 | 30.6 | 2.9 | 10,205 | 5,209 | 797 | 1,019 | 145 | 906 | 125 |
| Shelby | 7.6 | .0031 | 40.2 | 8.4 | 12.2 | 16.6 | 39.7 | 3.0 | 18,767 | 6,383 | 1,475 | 1,068 | 710 | 944 | 988 |
| Stoddard | 30.1 | .0123 | 36.3 | 8.7 | 14.3 | 19.9 | 32.1 | 11.2 | 122,341 | 22,011 | 8,083 | 14,097 | 2,762 | 46,003 | 3,224 |
| Stone | 18.4 | .0075 | 42.2 | 6.7 | 12.1 | 19.1 | 40.3 | 7.4 | 45,920 | 14,664 | 3,487 | 1,222 | 845 | 9,178 | 713 |
| Sullivan | 6.9 | .0028 | 41.5 | 7.5 | 12.3 | 18.1 | 40.2 | 2.8 | 13,036 | 3,930 | 431 | 686 | 357 | 1,405 | 26 |
| Taney | 26.0 | .0106 | 42.1 | 10.0 | 11.6 | 17.6 | 41.2 | 10.4 | 154,623 | 33,172 | 25,781 | 23,482 | 3,243 | 20,506 | 4,391 |
| Texas | 22.2 | .0090 | 37.0 | 8.4 | 13.2 | 20.3 | 32.5 | 8.3 | 96,389 | 21,974 | 3,920 | 7,895 | 1,116 | 30,093 | 1,939 |
| Vernon | 21.0 | .0086 | 36.7 | 8.9 | 14.9 | 18.1 | 34.2 | 7.7 | 59,532 | 8,808 | 6,344 | 12,437 | 3,857 | 14,055 | 1,197 |
| Warren | 19.1 | .0077 | 35.2 | 8.6 | 14.9 | 20.0 | 30.3 | 6.5 | 47,642 | 13,438 | 5,776 | 4,493 | 1,632 | 8,720 | 459 |
| Washington | 19.8 | .0081 | 31.4 | 9.5 | 15.2 | 19.3 | 25.1 | 6.6 | 49,378 | 12,710 | 2,953 | 8,628 | 481 | 10,460 | 978 |
| Wayne | 12.5 | .0051 | 40.0 | 7.8 | 11.7 | 19.1 | 37.6 | 4.8 | 29,328 | 10,949 | 1,330 | 1,571 | 1,445 | 7,323 | 571 |
| Webster | 23.0 | .0094 | 33.6 | 8.8 | 14.7 | 20.9 | 27.0 | 7.9 | 61,174 | 16,628 | 5,710 | 4,910 | 972 | 10,312 | 1,235 |
| Worth | 2.7 | .0011 | 43.6 | 6.3 | 12.0 | 16.6 | 43.1 | 1.1 | 7,345 | 2,579 | 634 | 179 | 479 | 1,384 | 84 |
| Wright | 17.0 | .0069 | 37.1 | 8.4 | 12.9 | 19.2 | 33.6 | 6.1 | 36,074 | 10,420 | 2,328 | 8,145 | 684 | 5,548 | 1,397 |
| **TOTAL METRO COUNTIES** | **3,383.1** | **1.3773** | **32.7** | **11.1** | **17.5** | **20.0** | **26.1** | **1,261.7** | **24,012,276** | **4,536,886** | **2,418,421** | **3,523,902** | **998,888** | **5,788,193** | **643,989** |
| **TOTAL STATE** | **5,173.6** | **2.1063** | **33.5** | **10.9** | **16.4** | **19.4** | **28.1** | **1,910.9** | **31,999,251** | **6,392,678** | **3,011,580** | **4,526,673** | **1,249,931** | **7,683,533** | **818,740** |

## MO.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **COLUMBIA** | **1,454,111** | **25,370** | **22.7** | **25.3** | **17.0** | **18.3** | **.0431** |
| Boone | 1,454,111 | 25,370 | 22.7 | 25.3 | 17.0 | 18.3 | .0431 |
| • Columbia | 843,032 | 22,495 | 24.8 | 22.5 | 14.4 | 18.0 | .0290 |
| SUBURBAN TOTAL | 611,079 | 29,189 | 19.7 | 29.1 | 20.6 | 18.9 | .0141 |
| **JOPLIN** | **1,389,904** | **19,538** | **27.2** | **27.7** | **12.4** | **8.8** | **.0489** |
| Jasper | 964,919 | 19,790 | 26.9 | 27.4 | 12.8 | 9.3 | .0348 |
| • Joplin | 454,475 | 18,706 | 27.1 | 26.0 | 11.4 | 9.5 | .0204 |
| Newton | 424,985 | 19,025 | 27.8 | 28.3 | 11.6 | 7.8 | .0141 |
| SUBURBAN TOTAL | 935,429 | 19,946 | 27.3 | 28.5 | 12.8 | 8.5 | .0285 |
| **KANSAS CITY** | **22,403,771** | **29,722** | **18.8** | **26.0** | **20.0** | **21.1** | **.6894** |
| Cass | 684,694 | 27,673 | 20.1 | 28.4 | 20.1 | 15.9 | .0202 |
| Clay | 2,223,860 | 33,431 | 16.2 | 26.8 | 24.0 | 23.1 | .0731 |
| Jackson | 8,798,317 | 26,679 | 20.9 | 25.8 | 18.4 | 18.2 | .2936 |
| Independence | 1,629,511 | 30,608 | 18.7 | 26.3 | 23.5 | 18.5 | .0531 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| • Kansas City | 5,980,146 | 24,789 | 21.9 | 23.8 | 16.9 | 16.5 | .2045 |
| Lafayette | 332,166 | 21,942 | 24.6 | 28.9 | 15.8 | 9.4 | .0099 |
| Platte | 655,512 | 29,233 | 19.1 | 30.3 | 23.1 | 14.9 | .0178 |
| Ray | 225,704 | 21,852 | 24.4 | 29.8 | 16.5 | 7.8 | .0068 |
| *Johnson, Kans.* | *6,327,264* | *39,182* | *13.0* | *24.0* | *22.5* | *34.0* | *.1754* |
| • *Olathe* | *809,398* | *35,231* | *15.4* | *26.7* | *25.4* | *25.1* | *.0239* |
| *Overland Park* | *1,914,805* | *41,274* | *11.6* | *23.4* | *23.6* | *36.3* | *.0595* |
| *Leavenworth, Kans.* | *778,827* | *31,165* | *17.9* | *24.9* | *22.7* | *20.8* | *.0214* |
| • *Leavenworth* | *464,117* | *28,713* | *19.5* | *25.2* | *21.6* | *18.4* | *.0139* |
| *Miami, Kans.* | *267,056* | *23,590* | *24.2* | *27.8* | *17.7* | *11.8* | *.0078* |
| *Wyandotte, Kans.* | *2,110,371* | *24,771* | *21.2* | *26.6* | *18.4* | *14.2* | *.0634* |
| • *Kansas City* | *1,957,115* | *24,407* | *21.4* | *26.6* | *18.2* | *13.8* | *.0590* |
| SUBURBAN TOTAL | 13,192,995 | 33,034 | 16.7 | 25.9 | 21.9 | 24.7 | .3881 |
| **ST. JOSEPH** | **1,005,203** | **22,666** | **24.9** | **26.5** | **16.8** | **12.3** | **.0344** |

**MO. (cont.)**

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Buchanan | 1,005,203 | 22,666 | 24.9 | 26.5 | 16.8 | 12.3 | .0344 |
| • St. Joseph | 849,764 | 22,015 | 25.6 | 26.3 | 16.5 | 11.4 | .0305 |
| SUBURBAN TOTAL | 155,439 | 27,464 | 20.3 | 27.6 | 19.1 | 18.0 | .0039 |
| **ST. LOUIS** | **33,836,957** | **29,120** | **18.9** | **26.0** | **19.8** | **20.3** | **1.0480** |
| Franklin | 775,541 | 23,099 | 23.7 | 30.9 | 17.0 | 9.2 | .0270 |
| Jefferson | 1,916,130 | 30,087 | 17.8 | 31.5 | 24.9 | 14.4 | .0549 |
| St. Charles | 2,805,327 | 39,120 | 11.8 | 23.2 | 26.8 | 31.2 | .0762 |
| • St. Charles | 748,953 | 34,276 | 17.3 | 24.1 | 21.9 | 26.9 | .0227 |
| St. Louis | 16,805,949 | 35,914 | 15.0 | 25.2 | 22.0 | 29.5 | .5097 |
| Florissant | 886,169 | 38,287 | 11.7 | 26.6 | 25.8 | 30.5 | .0263 |
| University City | 683,620 | 29,069 | 19.9 | 24.9 | 17.3 | 23.8 | .0166 |
| St. Louis city | 4,828,143 | 19,426 | 25.8 | 23.8 | 13.5 | 11.4 | .1624 |
| • St. Louis | 4,828,143 | 19,426 | 25.8 | 23.8 | 13.5 | 11.4 | .1624 |
| *Clinton, Ill.* | *367,011* | *24,314* | *22.7* | *30.7* | *17.8* | *11.4* | *.0111* |
| *Jersey, Ill.* | *216,604* | *23,250* | *25.2* | *32.1* | *17.4* | *7.9* | *.0066* |
| *Madison, Ill.* | *2,838,314* | *24,050* | *22.1* | *29.8* | *18.9* | *9.7* | *.0942* |
| *• Alton* | *329,753* | *18,874* | *25.4* | *27.6* | *13.7* | *6.0* | *.0143* |
| *• Granite City* | *393,693* | *23,239* | *21.9* | *29.2* | *18.2* | *8.9* | *.0135* |
| *Monroe, Ill.* | *248,426* | *25,869* | *21.0* | *29.7* | *20.3* | *11.6* | *.0071* |
| *St. Clair, Ill.* | *3,035,512* | *23,535* | *20.8* | *25.3* | *17.1* | *14.0* | *.0988* |
| *• Belleville* | *572,211* | *24,167* | *23.2* | *26.5* | *16.6* | *14.9* | *.0210* |
| *• East St. Louis* | *326,602* | *11,497* | *21.2* | *16.5* | *9.1* | *7.4* | *.0119* |
| SUBURBAN TOTAL | 26,637,602 | 32,426 | 16.7 | 26.8 | 21.8 | 23.5 | .8022 |
| **SPRINGFIELD** | **2,698,201** | **22,294** | **25.2** | **27.8** | **15.1** | **12.1** | **.0913** |
| Christian | 277,573 | 20,700 | 26.5 | 30.4 | 13.4 | 7.8 | .0088 |
| Greene | 2,420,628 | 22,536 | 25.0 | 27.6 | 15.3 | 12.6 | .0825 |
| • Springfield | 1,670,658 | 20,701 | 26.9 | 26.8 | 13.9 | 10.8 | .0636 |
| SUBURBAN TOTAL | 1,027,543 | 25,339 | 22.0 | 29.8 | 17.3 | 14.4 | .0277 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **OTHER COUNTIES** | | | | | | | |
| Adair | 242,734 | 17,284 | 28.2 | 24.4 | 11.6 | 8.0 | .0088 |
| Andrew | 159,412 | 23,656 | 25.5 | 30.7 | 16.9 | 11.0 | .0045 |
| Atchison | 77,061 | 17,953 | 30.1 | 29.3 | 9.1 | 6.4 | .0027 |
| Audrain | 254,179 | 20,815 | 26.2 | 31.5 | 13.6 | 6.9 | .0085 |
| Barry | 241,746 | 16,811 | 29.6 | 25.0 | 9.9 | 6.8 | .0083 |
| Barton | 97,800 | 15,595 | 34.9 | 23.7 | 8.1 | 3.8 | .0032 |
| Bates | 158,593 | 17,970 | 26.2 | 24.6 | 11.5 | 9.3 | .0049 |
| Benton | 96,399 | 12,154 | 32.0 | 18.5 | 4.9 | 3.5 | .0035 |
| Bollinger | 75,415 | 13,730 | 30.9 | 21.3 | 7.8 | 2.6 | .0026 |
| Butler | 357,342 | 16,191 | 26.1 | 23.2 | 9.6 | 8.4 | .0149 |
| Caldwell | 70,668 | 16,289 | 27.2 | 24.6 | 10.6 | 5.5 | .0023 |
| Callaway | 372,741 | 26,704 | 20.4 | 29.4 | 20.6 | 13.1 | .0109 |
| Camden | 302,196 | 21,356 | 28.4 | 27.3 | 13.6 | 12.4 | .0102 |
| Cape Girardeau | 689,510 | 21,904 | 25.5 | 27.0 | 15.9 | 11.2 | .0245 |
| Carroll | 101,688 | 15,568 | 29.8 | 22.9 | 8.2 | 6.5 | .0032 |
| Carter | 40,551 | 14,403 | 31.9 | 22.1 | 7.6 | 4.7 | .0014 |
| Cedar | 101,501 | 13,846 | 32.5 | 19.6 | 7.3 | 4.4 | .0037 |
| Chariton | 77,006 | 13,152 | 29.6 | 20.7 | 6.8 | 4.4 | .0027 |
| Clark | 72,902 | 17,659 | 28.2 | 26.5 | 9.6 | 7.4 | .0024 |
| Clinton | 164,033 | 20,596 | 25.1 | 29.1 | 14.2 | 7.8 | .0048 |
| Cole | 870,829 | 30,635 | 19.5 | 25.3 | 22.1 | 20.8 | .0297 |
| Cooper | 132,311 | 18,307 | 29.0 | 28.8 | 11.1 | 5.4 | .0046 |
| Crawford | 184,532 | 18,319 | 28.1 | 26.4 | 12.2 | 7.7 | .0062 |
| Dade | 58,781 | 13,533 | 32.9 | 20.7 | 6.4 | 3.4 | .0018 |
| Dallas | 105,312 | 13,872 | 30.4 | 20.8 | 7.0 | 5.7 | .0037 |
| Daviess | 80,762 | 15,963 | 31.2 | 23.9 | 7.9 | 6.9 | .0023 |
| De Kalb | 75,565 | 17,400 | 27.2 | 25.1 | 10.9 | 7.8 | .0023 |
| Dent | 125,237 | 16,036 | 30.3 | 25.1 | 8.4 | 5.7 | .0041 |

**See spot.**
**See spot spend.**
**See spot spend more than $11 billion annually.**

Our spot, Kansas City, has come a long way since the days of Dick and Jane. Now, it's a hot-spot you can't afford to overlook.

Get back to basics and see how rewarding it is the next time you want to put your product or service on the map. Example? Lesson 1. Kansas City is a lucrative market. A perennial top 30.

Study our most recent figures in categories such as auto buys and retail sales:
- KC food store sales total more than $4 billion each year.
- General merchandise sales, nearly $3 billion.
- Automotive, another $3 billion* and so on.

See why spot is so hot?

Now call *The Kansas City Star & Times* to see more. Call 816-234-4125 today and make your move to the front of sales.

Good spot.

The Kansas City Star & Times

*Source: SBP '87. Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee Inc.

**MO. (cont.)**

## EFFECTIVE BUYING INCOME—1987

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Douglas | 98,572 | 14,759 | 31.6 | 21.5 | 8.0 | 5.6 | .0032 |
| Dunklin | 301,242 | 15,642 | 28.0 | 22.5 | 10.0 | 6.8 | .0110 |
| Gasconade | 132,997 | 18,774 | 27.4 | 28.1 | 11.5 | 7.4 | .0043 |
| Gentry | 70,164 | 15,871 | 30.2 | 24.2 | 8.4 | 6.5 | .0023 |
| Grundy | 118,213 | 18,528 | 26.6 | 26.8 | 11.8 | 7.6 | .0039 |
| Harrison | 94,267 | 15,469 | 28.6 | 21.5 | 8.9 | 7.4 | .0039 |
| Henry | 181,659 | 15,234 | 27.6 | 22.5 | 10.6 | 5.7 | .0064 |
| Hickory | 54,214 | 12,264 | 32.4 | 19.2 | 4.5 | 3.2 | .0016 |
| Holt | 69,754 | 19,266 | 27.0 | 28.0 | 12.4 | 7.9 | .0021 |
| Howard | 87,978 | 16,817 | 27.2 | 27.0 | 9.0 | 6.8 | .0029 |
| Howell | 261,000 | 15,771 | 30.9 | 24.7 | 8.2 | 5.3 | .0102 |
| Iron | 121,149 | 22,921 | 25.2 | 23.3 | 19.6 | 12.1 | .0036 |
| Johnson | 379,095 | 20,023 | 28.8 | 27.1 | 13.8 | 9.2 | .0119 |
| Knox | 38,806 | 12,915 | 30.8 | 19.6 | 5.7 | 3.8 | .0014 |
| Laclede | 250,121 | 17,325 | 29.8 | 25.7 | 10.7 | 6.8 | .0090 |
| Lawrence | 281,775 | 17,426 | 30.1 | 25.9 | 11.6 | 5.8 | .0092 |
| Lewis | 108,777 | 22,709 | 23.0 | 30.9 | 13.8 | 10.8 | .0034 |
| Lincoln | 265,963 | 22,801 | 24.8 | 29.1 | 16.5 | 10.2 | .0082 |
| Linn | 160,790 | 17,974 | 30.8 | 25.0 | 11.0 | 9.1 | .0053 |
| Livingston | 140,450 | 16,699 | 28.2 | 24.9 | 10.7 | 6.0 | .0056 |
| McDonald | 131,307 | 15,644 | 30.4 | 25.7 | 7.7 | 4.5 | .0049 |
| Macon | 119,630 | 13,523 | 32.2 | 21.6 | 5.6 | 3.6 | .0044 |
| Madison | 104,155 | 15,133 | 27.9 | 23.3 | 10.0 | 5.1 | .0033 |
| Maries | 64,962 | 16,125 | 29.7 | 26.7 | 7.7 | 4.5 | .0020 |
| Marion | 329,917 | 23,220 | 24.7 | 26.5 | 17.4 | 12.1 | .0110 |
| Mercer | 34,929 | 15,196 | 28.2 | 24.2 | 7.9 | 6.1 | .0011 |
| Miller | 211,873 | 19,578 | 28.8 | 27.1 | 13.7 | 8.3 | .0075 |
| Mississippi | 120,905 | 14,770 | 29.0 | 20.6 | 8.3 | 7.1 | .0043 |
| Moniteau | 98,070 | 16,112 | 32.6 | 24.5 | 10.4 | 4.7 | .0034 |
| Monroe | 82,399 | 17,798 | 28.9 | 27.4 | 11.4 | 5.2 | .0027 |
| Montgomery | 99,452 | 17,576 | 31.0 | 26.5 | 9.8 | 6.4 | .0035 |
| Morgan | 131,743 | 15,419 | 32.2 | 22.8 | 8.5 | 5.6 | .0045 |
| New Madrid | 191,839 | 16,437 | 26.2 | 21.3 | 11.1 | 9.2 | .0071 |
| Nodaway | 230,871 | 20,858 | 26.5 | 26.0 | 13.9 | 11.8 | .0071 |
| Oregon | 58,509 | 10,446 | 31.3 | 14.6 | 4.1 | 2.1 | .0027 |
| Osage | 105,634 | 20,153 | 23.4 | 31.7 | 10.7 | 7.9 | .0037 |
| Ozark | 63,746 | 13,015 | 32.4 | 19.9 | 4.9 | 4.3 | .0022 |
| Pemiscot | 184,637 | 14,556 | 28.8 | 20.9 | 8.4 | 6.4 | .0061 |
| Perry | 128,600 | 16,405 | 30.8 | 27.3 | 9.3 | 2.9 | .0047 |
| Pettis | 401,187 | 20,534 | 27.1 | 26.2 | 14.2 | 10.7 | .0133 |
| Phelps | 336,828 | 18,993 | 25.8 | 26.6 | 12.2 | 9.3 | .0120 |
| Pike | 140,962 | 16,297 | 30.3 | 24.9 | 9.1 | 6.5 | .0050 |
| Polk | 182,431 | 16,435 | 29.2 | 24.7 | 9.4 | 6.7 | .0064 |
| Pulaski | 381,178 | 17,774 | 35.4 | 28.3 | 10.0 | 4.6 | .0125 |
| Putnam | 58,314 | 18,608 | 27.6 | 23.8 | 12.7 | 10.2 | .0017 |
| Ralls | 87,745 | 20,262 | 26.7 | 31.6 | 13.8 | 5.2 | .0024 |
| Randolph | 243,394 | 17,954 | 27.2 | 26.0 | 12.2 | 7.2 | .0093 |
| Reynolds | 61,074 | 15,942 | 23.8 | 26.9 | 11.1 | 3.8 | .0020 |
| Ripley | 97,651 | 13,554 | 32.8 | 20.3 | 6.0 | 4.1 | .0035 |
| St. Clair | 71,925 | 14,081 | 28.9 | 20.9 | 7.6 | 6.2 | .0025 |
| Ste. Genevieve | 166,122 | 23,026 | 26.1 | 30.6 | 16.9 | 9.6 | .0048 |
| St. Francois | 458,768 | 21,634 | 24.8 | 29.1 | 14.5 | 9.7 | .0151 |
| Saline | 221,710 | 17,581 | 29.0 | 27.3 | 10.8 | 5.4 | .0076 |
| Schuyler | 31,998 | 11,400 | 31.0 | 17.7 | 3.6 | 3.0 | .0012 |
| Scotland | 39,617 | 11,967 | 30.0 | 17.6 | 5.6 | 5.6 | .0015 |
| Scott | 400,785 | 20,036 | 25.4 | 26.1 | 14.3 | 9.6 | .0140 |
| Shannon | 57,128 | 14,010 | 30.7 | 23.8 | 6.8 | 4.0 | .0017 |
| Shelby | 59,976 | 14,255 | 32.1 | 22.8 | 7.2 | 4.2 | .0019 |
| Stoddard | 262,630 | 16,410 | 29.5 | 24.4 | 9.7 | 6.6 | .0089 |
| Stone | 258,530 | 25,296 | 22.4 | 29.8 | 15.9 | 16.8 | .0065 |
| Sullivan | 40,290 | 9,594 | 29.3 | 13.6 | 2.6 | 2.5 | .0014 |
| Taney | 245,888 | 16,908 | 34.5 | 25.2 | 9.5 | 5.9 | .0090 |
| Texas | 173,929 | 14,772 | 31.8 | 23.1 | 7.4 | 4.8 | .0064 |
| Vernon | 198,130 | 17,672 | 28.6 | 26.0 | 11.1 | 7.7 | .0059 |
| *Warren | 202,356 | 23,235 | 24.9 | 27.0 | 16.5 | 12.6 | .0057 |
| Washington | 139,644 | 16,000 | 28.5 | 27.8 | 8.2 | 3.7 | .0048 |
| Wayne | 84,691 | 11,564 | 31.2 | 17.7 | 5.1 | 2.8 | .0028 |
| Webster | 185,793 | 16,792 | 27.9 | 27.8 | 8.6 | 5.3 | .0060 |
| Worth | 21,817 | 13,282 | 31.3 | 21.4 | 6.1 | 4.8 | .0007 |
| Wright | 121,563 | 13,593 | 31.8 | 20.1 | 5.2 | 4.8 | .0040 |
| **TOTAL METRO COUNTIES** | **46,598,762** | **28,403** | **19.9** | **25.9** | **19.2** | **19.9** | **1.4693** |
| **TOTAL STATE** | **63,129,786** | **24,169** | **22.7** | **25.7** | **16.6** | **15.8** | **2.0281** |

# Montana

S&MM ESTIMATES

| **METRO AREA**<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BILLINGS** | **120.6** | **.0491** | **31.0** | **11.5** | **19.4** | **19.9** | **22.4** | **47.2** | **954,526** | **180,750** | **89,067** | **149,309** | **61,581** | **182,911** | **30,852** |
| Yellowstone | 120.6 | .0491 | 31.0 | 11.5 | 19.4 | 19.9 | 22.4 | 47.2 | 954,526 | 180,750 | 89,067 | 149,309 | 61,581 | 182,911 | 30,852 |
| • Billings | 77.1 | .0314 | 32.0 | 12.7 | 19.1 | 18.7 | 25.5 | 32.1 | 875,135 | 158,464 | 79,220 | 148,104 | 59,604 | 175,095 | 24,078 |
| SUBURBAN TOTAL | 43.5 | .0177 | 29.5 | 9.3 | 20.0 | 22.1 | 16.9 | 15.1 | 79,391 | 22,286 | 9,847 | 1,205 | 1,977 | 7,816 | 6,774 |
| **GREAT FALLS** | **79.2** | **.0323** | **31.5** | **12.0** | **17.5** | **20.7** | **23.2** | **30.7** | **487,849** | **81,477** | **46,586** | **79,532** | **41,405** | **102,621** | **20,693** |
| Cascade | 79.2 | .0323 | 31.5 | 12.0 | 17.5 | 20.7 | 23.2 | 30.7 | 487,849 | 81,477 | 46,586 | 79,532 | 41,405 | 102,621 | 20,693 |
| • Great Falls | 57.2 | .0233 | 33.1 | 11.2 | 16.7 | 20.7 | 26.2 | 23.6 | 420,210 | 77,964 | 41,171 | 48,687 | 41,219 | 83,044 | 20,677 |
| SUBURBAN TOTAL | 22.0 | .0090 | 27.8 | 14.1 | 19.3 | 20.7 | 15.4 | 7.1 | 67,639 | 3,513 | 5,415 | 30,845 | 186 | 19,577 | 16 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Beaverhead | 8.5 | .0035 | 32.0 | 11.9 | 17.0 | 19.4 | 25.5 | 3.2 | 46,343 | 12,650 | 4,367 | 681 | 2,934 | 10,502 | 621 |
| Big Horn | 11.9 | .0049 | 28.4 | 10.3 | 17.8 | 18.5 | 19.7 | 3.6 | 47,681 | 13,684 | 3,830 | 1,565 | 319 | 13,428 | 485 |
| Blaine | 7.3 | .0029 | 30.4 | 9.6 | 16.1 | 17.2 | 25.5 | 2.6 | 25,367 | 8,776 | 2,164 | | 358 | 6,751 | 478 |
| Broadwater | 3.7 | .0015 | 33.7 | 8.2 | 15.6 | 19.9 | 28.1 | 1.5 | 10,702 | 3,998 | 1,540 | 123 | | | 871 |
| Carbon | 8.6 | .0035 | 37.3 | 6.7 | 15.4 | 18.3 | 34.6 | 3.8 | 33,199 | 16,173 | 4,926 | 70 | 239 | 4,906 | 695 |
| Carter | 1.7 | .0007 | 37.4 | 8.0 | 13.8 | 21.1 | 32.4 | .6 | 5,767 | 1,939 | 639 | 256 | | 86 | 227 |
| Chouteau | 5.8 | .0023 | 34.6 | 8.0 | 16.0 | 18.5 | 30.8 | 2.2 | 17,903 | 5,877 | 1,367 | 115 | 212 | 3,965 | 528 |
| Custer | 13.2 | .0054 | 33.1 | 10.1 | 15.9 | 17.6 | 29.5 | 5.5 | 84,987 | 20,157 | 8,933 | 7,498 | 3,193 | 8,601 | 3,551 |
| Daniels | 2.7 | .0011 | 36.7 | 6.9 | 15.5 | 18.7 | 33.4 | 1.0 | 12,033 | 2,138 | 1,519 | | 102 | 4,015 | 1,215 |
| Dawson | 11.8 | .0048 | 30.1 | 12.3 | 17.8 | 18.1 | 23.1 | 4.6 | 113,335 | 21,281 | 8,868 | 4,978 | 4,946 | 24,521 | 4,330 |
| Deer Lodge | 10.8 | .0044 | 34.9 | 8.7 | 15.5 | 17.6 | 32.3 | 4.1 | 39,529 | 11,181 | 4,703 | 480 | 673 | 10,979 | 3,929 |
| Fallon | 3.6 | .0015 | 31.3 | 10.1 | 16.4 | 18.6 | 25.2 | 1.4 | 22,167 | 7,354 | 1,582 | 2,206 | 296 | 5,289 | 1,357 |
| Fergus | 12.8 | .0052 | 35.4 | 8.6 | 15.1 | 18.2 | 32.4 | 5.0 | 55,192 | 16,954 | 5,200 | 903 | 3,708 | 11,071 | 2,169 |
| Flathead | 59.6 | .0242 | 32.0 | 9.1 | 19.3 | 20.2 | 23.9 | 23.2 | 311,437 | 94,979 | 32,311 | 11,761 | 18,966 | 56,647 | 12,172 |
| Gallatin | 49.4 | .0202 | 27.8 | 21.8 | 20.8 | 17.0 | 18.0 | 18.5 | 335,292 | 58,443 | 32,695 | 34,027 | 26,091 | 58,334 | 13,214 |
| Garfield | 1.7 | .0006 | 32.7 | 9.9 | 16.2 | 18.1 | 28.1 | .6 | 4,057 | 2,044 | 626 | 207 | | | 215 |
| Glacier | 11.2 | .0046 | 29.3 | 10.0 | 17.2 | 18.0 | 22.3 | 3.7 | 58,280 | 11,980 | 4,106 | 3,561 | 1,564 | 12,094 | 1,626 |
| Golden Valley | 1.0 | .0004 | 37.0 | 6.4 | 12.2 | 19.4 | 33.4 | .4 | 1,053 | 378 | 370 | | | 55 | |

## MONT. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
| Granite | 3.0 | .0012 | 35.4 | 7.2 | 15.8 | 18.9 | 31.7 | 1.1 | 8,745 | 1,837 | 1,051 | | | 2,609 | 146 |
| Hill | 18.0 | .0074 | 29.8 | 13.2 | 17.8 | 17.2 | 23.6 | 6.8 | 120,257 | 26,276 | 11,016 | 13,302 | 4,017 | 20,766 | 6,737 |
| Jefferson | 8.4 | .0034 | 31.5 | 7.7 | 19.7 | 21.3 | 21.8 | 3.0 | 9,412 | 3,631 | 1,311 | 204 | 454 | 513 | 421 |
| Judith Basin | 2.5 | .0010 | 35.8 | 7.1 | 15.1 | 20.3 | 30.8 | 1.0 | 4,064 | 1,231 | 776 | | 62 | 887 | |
| Lake | 22.1 | .0090 | 32.9 | 8.5 | 15.8 | 18.5 | 28.2 | 8.1 | 66,859 | 24,866 | 6,682 | 1,789 | 1,732 | 12,347 | 2,320 |
| Lewis and Clark | 48.0 | .0195 | 31.2 | 11.1 | 19.9 | 19.9 | 22.4 | 19.3 | 278,378 | 69,805 | 33,145 | 17,446 | 18,337 | 52,165 | 12,916 |
| Liberty | 2.3 | .0010 | 33.6 | 9.4 | 15.8 | 20.2 | 27.6 | 1.0 | 7,642 | 2,847 | 643 | | 71 | 2,913 | 320 |
| Lincoln | 18.4 | .0075 | 30.9 | 8.6 | 17.9 | 21.9 | 20.8 | 6.7 | 61,966 | 22,949 | 6,049 | 2,492 | 897 | 8,695 | 1,789 |
| McCone | 2.5 | .0010 | 32.6 | 8.0 | 15.1 | 18.4 | 28.1 | .9 | 13,474 | 9,178 | 482 | 126 | | 491 | |
| Madison | 5.6 | .0023 | 36.8 | 7.4 | 15.6 | 19.9 | 32.7 | 2.2 | 20,750 | 5,028 | 3,174 | 57 | 193 | 2,201 | 1,452 |
| Meagher | 2.1 | .0008 | 35.3 | 8.1 | 16.2 | 20.8 | 29.8 | .8 | 7,486 | 2,422 | 654 | | 50 | 2,999 | 97 |
| Mineral | 4.1 | .0017 | 31.3 | 9.5 | 18.5 | 20.9 | 22.3 | 1.6 | 15,982 | 5,290 | 1,932 | | 952 | 839 | 205 |
| Missoula | 78.9 | .0321 | 29.9 | 14.9 | 21.9 | 20.0 | 18.9 | 32.0 | 494,202 | 98,016 | 45,851 | 62,939 | 30,200 | 102,870 | 14,807 |
| Musselshell | 4.6 | .0019 | 34.6 | 6.7 | 16.9 | 16.6 | 32.9 | 1.8 | 14,440 | 5,832 | 1,628 | 536 | 402 | 1,146 | 44 |
| Park | 13.5 | .0055 | 34.5 | 8.1 | 18.1 | 19.2 | 30.0 | 5.6 | 58,904 | 16,078 | 8,764 | 746 | 1,531 | 11,137 | 3,090 |
| Petroleum | .6 | .0002 | 32.3 | 9.0 | 15.6 | 18.7 | 27.9 | .2 | 1,261 | 100 | 571 | | | | |
| Phillips | 5.6 | .0023 | 33.0 | 9.4 | 15.2 | 17.9 | 29.1 | 2.2 | 28,278 | 6,902 | 3,233 | 1,753 | 225 | 4,900 | 1,213 |
| Pondera | 6.8 | .0028 | 33.0 | 8.6 | 15.3 | 19.3 | 27.7 | 2.5 | 34,363 | 8,521 | 2,080 | 2,242 | 1,413 | 14,357 | 1,158 |
| Powder River | 2.4 | .0010 | 32.4 | 8.1 | 18.3 | 18.8 | 26.5 | .9 | 6,042 | | 748 | | | 3,244 | 660 |
| Powell | 7.1 | .0028 | 33.1 | 10.6 | 20.3 | 20.4 | 25.8 | 2.4 | 28,815 | 8,368 | 3,149 | 645 | 540 | 5,946 | 1,206 |
| Prairie | 1.7 | .0007 | 36.4 | 6.7 | 14.8 | 17.5 | 34.2 | .7 | 3,673 | 590 | 477 | 123 | | 1,160 | 106 |
| Ravalli | 26.8 | .0109 | 34.8 | 6.6 | 16.2 | 21.4 | 28.3 | 10.3 | 56,672 | 17,818 | 7,110 | 1,642 | 1,974 | 8,366 | 1,923 |
| Richland | 13.2 | .0054 | 29.7 | 12.3 | 18.0 | 17.1 | 23.4 | 4.8 | 112,449 | 24,786 | 12,318 | 8,721 | 5,197 | 24,736 | 2,793 |
| Roosevelt | 11.3 | .0046 | 29.8 | 9.9 | 17.2 | 17.3 | 23.7 | 3.7 | 78,993 | 13,416 | 6,878 | 3,101 | 861 | 23,087 | 1,579 |
| Rosebud | 12.4 | .0051 | 27.6 | 10.5 | 19.3 | 18.8 | 16.9 | 4.2 | 42,707 | 15,793 | 3,682 | 1,307 | 180 | 12,864 | 306 |
| Sanders | 9.1 | .0037 | 34.1 | 7.2 | 16.6 | 20.0 | 28.5 | 3.8 | 15,825 | 7,721 | 1,906 | 475 | 158 | 586 | 985 |
| Sheridan | 5.3 | .0021 | 35.7 | 9.5 | 15.0 | 17.5 | 33.2 | 2.1 | 34,704 | 11,334 | 5,479 | | 3,265 | 1,399 | 526 |
| Silver Bow | 34.9 | .0142 | 34.7 | 9.5 | 15.2 | 18.4 | 31.2 | 14.3 | 201,396 | 52,142 | 23,603 | 17,472 | 15,715 | 32,069 | 11,194 |
| Stillwater | 6.4 | .0026 | 35.7 | 7.1 | 16.3 | 18.8 | 32.2 | 2.5 | 28,009 | 2,035 | 1,709 | 1,180 | 490 | 7,796 | 1,114 |
| Sweet Grass | 3.3 | .0014 | 38.7 | 6.8 | 14.1 | 19.8 | 35.4 | 1.3 | 10,364 | 2,971 | 782 | 217 | 152 | 1,414 | 321 |
| Teton | 6.4 | .0026 | 35.9 | 7.2 | 14.2 | 19.8 | 31.5 | 2.5 | 15,328 | 3,958 | 1,043 | 1,107 | 181 | 5,138 | 401 |
| Toole | 5.5 | .0022 | 32.9 | 9.6 | 16.4 | 17.9 | 28.6 | 2.3 | 22,398 | 5,506 | 3,830 | 452 | 731 | 2,849 | 897 |
| Treasure | 1.0 | .0004 | 34.7 | 7.5 | 15.8 | 20.1 | 29.5 | .4 | 612 | 270 | 93 | | | | |
| Valley | 9.5 | .0039 | 32.2 | 8.8 | 16.3 | 19.5 | 25.9 | 3.8 | 67,324 | 15,250 | 5,208 | 4,441 | 2,703 | 11,431 | 1,818 |
| Wheatland | 2.3 | .0009 | 36.5 | 6.8 | 15.2 | 18.5 | 33.4 | .9 | 6,532 | 1,956 | 455 | 91 | 121 | 1,631 | 305 |
| Wibaux | 1.4 | .0006 | 32.2 | 7.9 | 17.2 | 16.4 | 28.8 | .5 | 8,833 | 3,199 | 1,031 | 1,010 | 333 | | 227 |
| **TOTAL METRO COUNTIES** | **199.8** | **.0814** | **31.2** | **11.7** | **18.5** | **20.2** | **22.8** | **77.9** | **1,442,375** | **262,227** | **135,653** | **228,841** | **102,986** | **285,532** | **51,545** |
| **TOTAL STATE** | **832.1** | **.3388** | **31.5** | **11.2** | **18.2** | **19.4** | **24.3** | **321.6** | **4,653,838** | **1,070,135** | **463,942** | **442,888** | **259,724** | **902,327** | **172,304** |

## MONT.

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BILLINGS** | **1,458,424** | **24,203** | **23.4** | **29.7** | **17.2** | **12.1** | **.0511** |
| Yellowstone | 1,458,424 | 24,203 | 23.4 | 29.7 | 17.2 | 12.1 | .0511 |
| • Billings | 974,941 | 22,849 | 24.8 | 27.1 | 16.5 | 12.1 | .0385 |
| SUBURBAN TOTAL | 483,483 | 26,288 | 20.5 | 35.2 | 18.7 | 12.0 | .0126 |
| **GREAT FALLS** | **934,392** | **23,393** | **24.6** | **29.2** | **17.0** | **11.6** | **.0306** |
| Cascade | 934,392 | 23,393 | 24.6 | 29.2 | 17.0 | 11.6 | .0306 |
| • Great Falls | 716,189 | 23,702 | 23.6 | 28.1 | 17.7 | 12.1 | .0240 |
| SUBURBAN TOTAL | 218,203 | 22,534 | 28.3 | 32.4 | 14.6 | 9.8 | .0066 |
| **OTHER COUNTIES** | | | | | | | |
| Beaverhead | 78,807 | 18,186 | 26.9 | 27.7 | 9.9 | 7.4 | .0028 |
| Big Horn | 92,413 | 19,962 | 28.1 | 28.5 | 12.7 | 8.7 | .0034 |
| Blaine | 69,178 | 14,127 | 29.1 | 23.5 | 6.5 | 3.7 | .0019 |
| Broadwater | 30,843 | 15,965 | 36.4 | 24.2 | 8.2 | 4.5 | .0009 |
| Carbon | 78,742 | 15,992 | 32.3 | 27.1 | 6.6 | 4.3 | .0026 |
| Carter | 10,52[illegible] | 12,937 | 29.6 | 21.9 | 5.3 | 3.3 | .0003 |
| Chouteau | 54,316 | 18,864 | 32.4 | 28.5 | 10.5 | 7.9 | .0017 |
| Custer | 133,407 | 17,719 | 27.7 | 25.6 | 11.5 | 7.5 | .0048 |
| Daniels | 27,264 | 20,480 | 27.8 | 27.6 | 12.8 | 10.8 | .0008 |
| Dawson | 130,746 | 23,875 | 23.7 | 32.6 | 17.9 | 8.8 | .0052 |
| Deer Lodge | 107,722 | 21,367 | 23.6 | 33.6 | 14.3 | 5.5 | .0034 |
| Fallon | 43,167 | 24,786 | 23.0 | 33.4 | 15.6 | 11.1 | .0014 |
| Fergus | 109,529 | 15,600 | 30.9 | 24.5 | 8.6 | 5.6 | .0038 |
| Flathead | 676,421 | 23,344 | 24.8 | 31.4 | 15.1 | 10.8 | .0216 |
| Gallatin | 570,027 | 22,981 | 25.2 | 29.0 | 15.6 | 12.1 | .0194 |
| Garfield | 14,504 | 16,842 | 35.4 | 19.5 | 11.7 | 8.5 | .0004 |
| Glacier | 104,442 | 20,592 | 26.9 | 21.8 | 18.2 | 11.1 | .0036 |
| Golden Valley | 7,502 | 15,062 | 33.8 | 23.7 | 6.0 | 4.5 | .0002 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over: A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Granite | 25,926 | 17,923 | 26.5 | 27.6 | 12.1 | 5.7 | .0010 |
| Hill | 212,265 | 23,707 | 25.4 | 25.4 | 18.7 | 13.1 | .0070 |
| Jefferson | 71,010 | 19,217 | 31.1 | 32.2 | 10.0 | 5.4 | .0020 |
| Judith Basin | 26,097 | 19,432 | 29.3 | 28.1 | 10.3 | 9.5 | .0007 |
| Lake | 174,713 | 15,900 | 31.3 | 25.9 | 8.4 | 4.4 | .0058 |
| Lewis and Clark | 565,968 | 23,442 | 25.0 | 29.8 | 17.7 | 10.3 | .0181 |
| Liberty | 29,426 | 20,074 | 28.3 | 24.1 | 13.4 | 12.7 | .0008 |
| Lincoln | 167,153 | 21,234 | 26.1 | 34.8 | 13.4 | 5.0 | .0053 |
| McCone | 17,441 | 15,125 | 31.2 | 26.0 | 6.7 | 3.3 | .0008 |
| Madison | 48,135 | 16,538 | 32.4 | 24.6 | 10.5 | 5.2 | .0016 |
| Meagher | 15,558 | 14,185 | 31.7 | 24.5 | 5.5 | 4.1 | .0005 |
| Mineral | 33,852 | 18,811 | 27.7 | 35.2 | 9.2 | 1.9 | .0012 |
| Missoula | 952,387 | 22,611 | 25.3 | 29.4 | 15.4 | 11.0 | .0309 |
| Musselshell | 35,947 | 15,082 | 30.3 | 26.1 | 8.2 | 3.0 | .0012 |
| Park | 148,943 | 20,943 | 27.5 | 29.3 | 14.9 | 7.6 | .0047 |
| Petroleum | 4,829 | 16,111 | 36.0 | 19.5 | 6.5 | 7.0 | .0000 |
| Phillips | 47,015 | 16,548 | 30.7 | 27.8 | 7.6 | 4.0 | .0018 |
| Pondera | 69,222 | 21,255 | 24.4 | 30.6 | 13.4 | 8.7 | .0023 |
| Powder River | 18,739 | 15,464 | 34.8 | 26.4 | 8.7 | 4.0 | .0005 |
| Powell | 53,933 | 17,670 | 33.3 | 29.6 | 8.2 | 4.8 | .0021 |
| Prairie | 11,631 | 12,240 | 32.6 | 17.5 | 5.6 | 3.0 | .0004 |
| Ravalli | 235,702 | 17,566 | 30.0 | 26.9 | 11.2 | 5.1 | .0069 |
| Richland | 169,639 | 28,642 | 16.9 | 29.5 | 19.9 | 18.8 | .0059 |
| Roosevelt | 108,761 | 22,202 | 26.8 | 31.1 | 13.3 | 11.2 | .0042 |
| Rosebud | 125,995 | 23,780 | 23.4 | 22.5 | 22.4 | 11.5 | .0038 |
| Sanders | 80,744 | 16,086 | 34.0 | 25.2 | 9.1 | 3.6 | .0023 |
| Sheridan | 66,728 | 23,909 | 22.4 | 30.0 | 15.2 | 14.3 | .0022 |
| Silver Bow | 383,431 | 20,804 | 23.3 | 27.4 | 15.3 | 8.9 | .0126 |

## MONT. (cont.)

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Stillwater | 54,981 | 17,444 | 30.4 | 26.6 | 12.4 | 3.7 | .0020 |
| Sweet Grass | 25,299 | 13,962 | 34.3 | 22.0 | 7.5 | 3.2 | .0008 |
| Teton | 65,059 | 19,627 | 27.0 | 28.6 | 11.3 | 9.1 | .0019 |
| Toole | 65,035 | 20,767 | 27.2 | 28.4 | 12.1 | 10.6 | .0019 |
| Treasure | 7,884 | 15,417 | 33.9 | 25.5 | 6.0 | 4.8 | .0003 |
| Valley | 94,494 | 19,117 | 28.4 | 26.8 | 14.8 | 6.3 | .0035 |
| Wheatland | 20,584 | 17,792 | 33.9 | 28.6 | 8.0 | 6.2 | .0006 |
| Wibaux | 10,795 | 15,412 | 29.2 | 25.8 | 4.8 | 7.6 | .0005 |
| **TOTAL METRO COUNTIES** | **2,392,816** | **23,857** | **23.9** | **29.5** | **17.1** | **11.9** | **.0817** |
| **TOTAL STATE** | **8,959,694** | **21,338** | **26.1** | **28.6** | **14.7** | **9.6** | **.2980** |

# Nebraska

S&MM ESTIMATES

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LINCOLN** | **209.2** | **.0851** | **30.0** | **17.5** | **20.1** | **17.5** | **22.5** | **81.5** | **1,217,199** | **233,252** | **147,939** | **177,941** | **56,026** | **242,873** | **43,121** |
| Lancaster | 209.2 | .0851 | 30.0 | 17.5 | 20.1 | 17.5 | 22.5 | 81.5 | 1,217,199 | 233,252 | 147,939 | 177,941 | 56,026 | 242,873 | 43,121 |
| • Lincoln | 185.8 | .0756 | 29.8 | 18.6 | 20.3 | 16.8 | [illegible] | 75.2 | 1,176,617 | 226,466 | 139,029 | 176,646 | 54,700 | 238,409 | 42,805 |
| SUBURBAN TOTAL | 23.4 | .0095 | 32.1 | 8.8 | 18.0 | 23.1 | 21.6 | 8.3 | 40,582 | 6,786 | 8,910 | 1,295 | 1,326 | 4,464 | 316 |
| **OMAHA** | **621.0** | **.2528** | **30.9** | **11.3** | **18.8** | **19.8** | **22.4** | **230.5** | **4,105,663** | **756,817** | **445,832** | **539,234** | **301,375** | **916,921** | **121,633** |
| Douglas | 419.7 | .1709 | 31.3 | 11.6 | 18.8 | 18.8 | 24.2 | 159.5 | 3,074,692 | 585,370 | 354,641 | 401,468 | 284,858 | 638,611 | 85,575 |
| • Omaha | 367.3 | .1497 | 32.3 | 12.2 | 17.4 | 18.4 | 26.9 | 143.2 | 3,003,147 | 564,840 | 340,178 | 401,268 | 280,273 | 619,749 | 85,061 |
| Sarpy | 97.8 | .0398 | 27.9 | 11.5 | 21.1 | 24.1 | 10.8 | 31.8 | 323,335 | 60,366 | 27,002 | 64,597 | 4,964 | 80,462 | 7,518 |
| Washington | 16.0 | .0065 | 33.3 | 9.7 | 15.6 | 20.8 | 26.5 | 5.9 | 53,330 | 8,847 | 6,297 | 3,533 | 1,568 | 17,095 | 593 |
| *Pottawattamie, Iowa* | *87.5* | *.0356* | *32.4* | *10.5* | *16.1* | *19.3* | *26.6* | *33.3* | *654,306* | *102,234* | *57,892* | *69,636* | *9,985* | *180,753* | *27,947* |
| *• Council Bluffs* | *56.8* | *.0231* | *32.1* | *11.4* | *16.5* | *17.7* | *27.5* | *22.5* | *555,824* | *87,849* | *47,476* | *66,957* | *8,967* | *166,833* | *25,860* |
| SUBURBAN TOTAL | 196.4 | .0800 | 28.5 | 9.6 | 22.0 | 20.0 | 12.7 | 64.8 | 546,692 | 104,128 | 58,178 | 71,009 | 12,135 | 130,339 | 10,712 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 30.3 | .0124 | 33.8 | 12.8 | 16.0 | 17.4 | 30.7 | 12.1 | 196,701 | 29,677 | 19,173 | 43,625 | 5,760 | 51,214 | 4,856 |
| Antelope | 8.3 | .0033 | 36.0 | 7.7 | 14.1 | 16.5 | 34.6 | 3.1 | 40,885 | 4,915 | 3,038 | 1,643 | 699 | 18,587 | 1,035 |
| Arthur | .5 | .0002 | 36.9 | 8.8 | 12.4 | 21.4 | 31.6 | .2 | 1,563 | 906 | 201 | | | | |
| Banner | .9 | .0004 | 35.4 | 7.8 | 14.2 | 21.2 | 29.4 | .3 | 102 | | | | | | |
| Blaine | .9 | .0004 | 34.8 | 8.6 | 13.0 | 20.3 | 29.5 | .3 | 2,213 | 95 | 110 | | | 461 | |
| Boone | 7.0 | .0028 | 36.5 | 8.4 | 12.9 | 17.0 | 34.8 | 2.6 | 43,284 | 9,229 | 3,445 | 3,458 | 538 | 15,365 | 765 |
| Box Butte | 14.9 | .0061 | 30.5 | 11.9 | 19.4 | 15.9 | 25.4 | 5.4 | 58,950 | 17,682 | 6,088 | 4,143 | 1,499 | 13,301 | 2,386 |
| Boyd | 3.1 | .0012 | 43.5 | 8.3 | 11.3 | 16.2 | 42.6 | 1.3 | 7,244 | 2,633 | 548 | 324 | 142 | 1,225 | |
| Brown | 4.0 | .0017 | 37.0 | 7.8 | 14.1 | 18.0 | 34.5 | 1.7 | 21,917 | 6,455 | 2,284 | 375 | 496 | 6,727 | 428 |
| Buffalo | 37.4 | .0152 | 29.1 | 18.6 | 17.2 | 15.6 | 24.2 | 13.7 | 255,884 | 51,277 | 33,657 | 23,414 | 10,966 | 66,279 | 3,536 |
| Burt | 8.5 | .0035 | 40.5 | 7.1 | 12.9 | 17.3 | 39.0 | 3.4 | 39,752 | 8,696 | 3,574 | 1,446 | 3,077 | 7,393 | 1,926 |
| Butler | 9.1 | .0037 | 37.8 | 7.8 | 13.1 | 16.9 | 36.6 | 3.3 | 20,113 | 4,667 | 1,795 | 1,222 | 561 | 3,419 | 765 |
| Cass | 22.8 | .0092 | 33.4 | 9.0 | 16.0 | 20.5 | 27.0 | 8.3 | 56,063 | 13,832 | 6,788 | 1,987 | 428 | 18,068 | 832 |
| Cedar | 10.9 | .0045 | 34.1 | 8.6 | 13.0 | 15.3 | 33.5 | 3.9 | 28,277 | 6,710 | 2,301 | 366 | 968 | 5,956 | 624 |
| Chase | 4.8 | .0019 | 35.1 | 7.6 | 14.4 | 18.7 | 31.4 | 1.9 | 28,474 | 7,867 | 1,402 | 358 | 825 | 13,814 | 728 |
| Cherry | 6.8 | .0028 | 35.0 | 9.2 | 15.0 | 19.8 | 30.2 | 2.6 | 48,400 | 13,024 | 2,883 | 4,674 | 2,204 | 11,584 | 572 |
| Cheyenne | 10.2 | .0042 | 35.6 | 9.8 | 14.2 | 17.8 | 33.1 | 4.2 | 134,994 | 14,321 | 5,819 | 13,670 | 2,117 | 15,825 | 4,860 |
| Clay | 7.8 | .0031 | 36.1 | 8.6 | 13.9 | 17.7 | 33.6 | 2.9 | 29,802 | 6,415 | 2,862 | 209 | 409 | 13,156 | 73 |
| Colfax | 9.5 | .0039 | 37.3 | 8.7 | 13.0 | 16.6 | 36.1 | 3.6 | 34,236 | 9,502 | 4,701 | 3,610 | 464 | 8,531 | 217 |
| Cuming | 11.3 | .0046 | 35.6 | 8.5 | 13.3 | 17.5 | 33.3 | 4.0 | 62,119 | 12,792 | 4,683 | 882 | 661 | 21,373 | 1,384 |
| Custer | 12.8 | .0052 | 38.5 | 7.5 | 13.8 | 17.3 | 37.0 | 5.0 | 81,382 | 16,196 | 4,847 | 9,959 | 1,917 | 22,259 | 3,437 |
| ☐ Dakota | 18.0 | .0073 | 30.1 | 10.4 | 18.9 | 18.0 | 22.7 | 6.5 | 62,482 | 12,123 | 8,739 | 598 | 4,912 | 12,634 | 1,496 |

The World-Herald reaches more Nebraskans than any other newspaper.

*The World-Herald is the best way to cover the Midlands.*

The World-Herald delivers subscribers in a 107 county area. That's 730,000 people reading your message from counties in Nebraska, Western Iowa and Western Missouri.

Primary Market Area

Douglas and Sarpy counties, Nebraska

Douglas
Sarpy

78% SUNDAY Coverage
148,062 Circulation

68% DAILY Coverage
128,444 Circulation

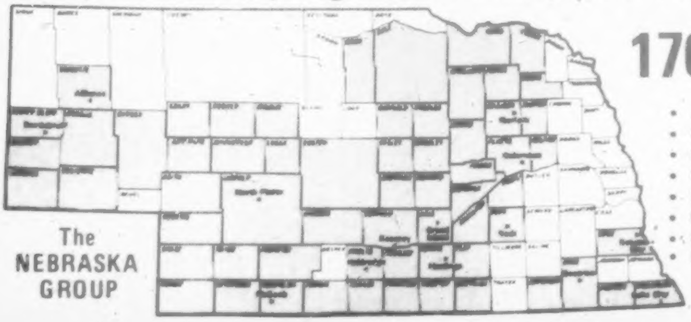
Need more information? Contact George Kaplan, National Advertising Manager, 402-444-1000 Ext. 2405.

Omaha World-Herald

*Represented nationally by CWO&O*

| NEB. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| Dawes | 9.3 | .0038 | 31.0 | 18.2 | 14.9 | 14.9 | 29.1 | 3.5 | 51,806 | 12,039 | 5,891 | 2,262 | 1,195 | 16,045 | 1,403 |
| Dawson | 21.9 | .0089 | 33.2 | 8.9 | 16.6 | 18.4 | 28.6 | 8.3 | 155,127 | 27,857 | 13,306 | 9,358 | 4,446 | 38,623 | 4,758 |
| Deuel | 2.3 | .0010 | 41.1 | 6.8 | 11.6 | 17.4 | 40.2 | 1.0 | 29,732 | 990 | 4,461 | | 705 | 4,318 | 209 |
| Dixon | 6.8 | .0028 | 36.2 | 8.2 | 13.5 | 17.0 | 34.5 | 2.6 | 10,735 | 2,834 | 1,553 | 185 | 245 | 2,604 | 321 |
| Dodge | 35.8 | .0145 | 34.4 | 10.3 | 15.2 | 18.7 | 30.4 | 13.9 | 224,337 | 49,354 | 22,955 | 22,362 | 6,648 | 70,295 | 6,830 |
| Dundy | 2.8 | .0011 | 41.0 | 7.6 | 13.6 | 16.2 | 40.5 | 1.2 | 12,574 | 2,036 | 994 | 576 | 141 | 5,018 | 213 |
| Fillmore | 7.4 | .0031 | 38.8 | 6.9 | 14.0 | 17.8 | 37.0 | 2.9 | 40,743 | 6,416 | 5,002 | 5,163 | 1,806 | 6,351 | 1,205 |
| Franklin | 4.2 | .0017 | 44.2 | 6.5 | 11.3 | 16.9 | 43.8 | 1.6 | 16,335 | 4,321 | 1,737 | 264 | 326 | 3,807 | 324 |
| Frontier | 3.5 | .0014 | 35.2 | 10.7 | 14.2 | 18.7 | 31.5 | 1.4 | 11,626 | 2,267 | 524 | | | 3,834 | 177 |
| Furnas | 6.4 | .0026 | 42.7 | 7.2 | 12.5 | 15.7 | 42.6 | 2.6 | 31,428 | 7,762 | 2,384 | 484 | 1,435 | 12,703 | 1,185 |
| Gage | 23.5 | .0096 | 37.6 | 9.1 | 14.9 | 18.4 | 35.1 | 8.9 | 137,051 | 23,910 | 11,176 | 11,880 | 4,081 | 39,681 | 3,774 |
| Garden | 2.8 | .0011 | 42.6 | 6.8 | 12.6 | 19.4 | 40.6 | 1.0 | 7,001 | 2,205 | 1,062 | 201 | 130 | 362 | 243 |
| Garfield | 2.3 | .0009 | 41.0 | 6.3 | 11.7 | 18.7 | 39.8 | .9 | 19,565 | 4,983 | 255 | | 265 | 2,568 | 690 |
| Gosper | 2.0 | .0009 | 38.0 | 7.9 | 13.2 | 19.1 | 34.8 | .8 | 3,709 | 976 | 1,042 | | | | |
| Grant | .9 | .0003 | 32.9 | 8.9 | 16.1 | 19.3 | 27.2 | .3 | 3,693 | 550 | 526 | 498 | 437 | 117 | |
| Greeley | 3.3 | .0014 | 36.6 | 7.8 | 11.8 | 16.6 | 35.2 | 1.2 | 13,563 | 2,241 | 918 | 793 | 91 | 1,611 | 671 |
| Hall | 48.5 | .0197 | 32.1 | 9.9 | 17.9 | 18.4 | 26.3 | 18.5 | 389,444 | 43,580 | 38,839 | 80,915 | 22,360 | 93,915 | 6,281 |
| Hamilton | 9.2 | .0038 | 33.9 | 8.5 | 15.8 | 19.0 | 29.2 | 3.4 | 33,671 | 6,069 | 2,235 | 2,905 | 1,476 | 10,728 | 2,240 |
| Harlan | 4.1 | .0016 | 41.1 | 6.7 | 13.3 | 17.4 | 40.1 | 1.7 | 21,837 | 3,703 | 2,098 | 1,178 | 859 | 6,992 | 370 |
| Hayes | 1.4 | .0006 | 35.9 | 7.4 | 15.4 | 19.2 | 31.9 | .5 | 4,797 | 1,918 | 888 | | | | |
| Hitchcock | 3.9 | .0016 | 37.0 | 7.9 | 14.0 | 16.9 | 35.5 | 1.5 | 7,711 | 2,379 | 711 | | 124 | 786 | 94 |
| Holt | 13.6 | .0055 | 33.7 | 8.9 | 14.7 | 16.9 | 31.2 | 5.0 | 79,343 | 17,197 | 4,523 | 8,187 | 2,168 | 23,404 | 1,337 |
| Hooker | .9 | .0004 | 39.1 | 7.7 | 15.0 | 17.6 | 37.4 | .4 | 3,255 | 1,111 | 127 | 188 | | 920 | 73 |
| Howard | 6.6 | .0027 | 36.1 | 7.5 | 13.1 | 18.1 | 33.4 | 2.4 | 24,402 | 5,300 | 2,175 | 874 | 1,739 | 5,631 | 421 |
| Jefferson | 9.3 | .0038 | 39.8 | 9.0 | 13.5 | 17.2 | 38.6 | 3.7 | 53,020 | 9,765 | 3,441 | 8,926 | 3,805 | 12,820 | 1,767 |
| Johnson | 4.9 | .0020 | 41.4 | 7.3 | 11.7 | 17.2 | 40.4 | 2.0 | 17,562 | 1,979 | 1,753 | 1,253 | 930 | 2,432 | 545 |
| Kearney | 6.9 | .0028 | 36.2 | 8.6 | 15.0 | 19.2 | 32.6 | 2.6 | 26,061 | 1,219 | 3,082 | 2,295 | 2,866 | 4,195 | 753 |
| Keith | 9.3 | .0037 | 34.8 | 8.7 | 14.9 | 20.5 | 29.3 | 3.7 | 115,508 | 14,646 | 7,987 | 7,119 | 4,116 | 34,165 | 1,282 |
| Keya Paha | 1.3 | .0006 | 36.0 | 7.8 | 13.2 | 19.8 | 31.7 | .5 | 2,876 | 689 | 258 | | | | |
| Kimball | 4.8 | .0019 | 34.9 | 9.0 | 14.1 | 19.1 | 30.8 | 1.9 | 28,650 | 7,298 | 2,823 | 1,496 | 1,646 | 7,990 | 627 |
| Knox | 10.9 | .0045 | 37.7 | 7.8 | 13.1 | 16.6 | 36.6 | 4.0 | 32,618 | 7,168 | 3,539 | 826 | 745 | 8,883 | 439 |
| Lincoln | 34.4 | .0140 | 31.9 | 10.1 | 17.2 | 18.7 | 26.0 | 12.9 | 227,761 | 37,643 | 21,964 | 37,960 | 9,832 | 50,031 | 8,555 |
| Logan | .9 | .0004 | 33.7 | 8.1 | 14.7 | 17.9 | 30.2 | .4 | 1,011 | 243 | 175 | 333 | | | |
| Loup | .8 | .0003 | 38.2 | 9.4 | 10.9 | 19.9 | 34.5 | .3 | 642 | 387 | 77 | | | | |
| McPherson | .6 | .0003 | 38.1 | 9.8 | 11.0 | 17.2 | 36.2 | .2 | 1,958 | 1,449 | | | | | |
| Madison | 33.4 | .0136 | 32.4 | 12.5 | 16.6 | 16.7 | 28.9 | 12.6 | 228,674 | 51,222 | 16,255 | 31,336 | 20,677 | 42,229 | 6,862 |
| Merrick | 8.8 | .0036 | 35.1 | 8.2 | 14.0 | 18.8 | 31.4 | 3.2 | 42,077 | 11,225 | 3,107 | 355 | 524 | 5,039 | 343 |
| Morrill | 5.8 | .0023 | 35.6 | 8.4 | 14.3 | 18.6 | 32.3 | 2.4 | 15,052 | 2,739 | 930 | 1,542 | 140 | 6,508 | 123 |
| Nance | 4.4 | .0018 | 37.8 | 7.9 | 12.6 | 17.1 | 36.2 | 1.7 | 9,226 | 3,690 | 1,409 | 391 | 152 | 595 | 75 |
| Nemaha | 8.3 | .0034 | 35.2 | 11.7 | 15.7 | 15.5 | 34.7 | 3.2 | 30,318 | 6,236 | 3,404 | 3,002 | 430 | 8,129 | 801 |
| Nuckolls | 6.5 | .0026 | 39.7 | 7.4 | 12.7 | 17.8 | 38.0 | 2.6 | 26,828 | 7,354 | 1,665 | 1,935 | 734 | 2,848 | 721 |
| Otoe | 15.0 | .0061 | 38.5 | 7.7 | 13.5 | 17.6 | 36.8 | 5.9 | 97,017 | 23,848 | 6,511 | 10,967 | 1,617 | 29,508 | 2,669 |
| Pawnee | 3.7 | .0016 | 46.2 | 6.3 | 11.0 | 16.6 | 45.7 | 1.5 | 14,485 | 3,091 | 950 | | 682 | 4,145 | 476 |
| Perkins | 3.9 | .0015 | 36.9 | 7.6 | 14.3 | 18.0 | 34.5 | 1.5 | 11,690 | 1,914 | 571 | 682 | 85 | 1,832 | 260 |
| Phelps | 10.0 | .0041 | 36.6 | 8.1 | 15.2 | 18.7 | 33.5 | 3.7 | 78,307 | 15,076 | 4,057 | 2,818 | 3,416 | 23,508 | 2,884 |
| Pierce | 8.4 | .0034 | 36.2 | 8.8 | 12.9 | 17.8 | 33.8 | 3.1 | 30,637 | 5,073 | 3,186 | 195 | 618 | 7,945 | 315 |
| Platte | 29.2 | .0119 | 31.7 | 10.1 | 16.8 | 18.3 | 26.1 | 10.6 | 162,391 | 34,299 | 19,367 | 19,196 | 5,714 | 33,591 | 3,252 |
| Polk | 6.0 | .0025 | 38.2 | 6.4 | 13.9 | 16.9 | 37.0 | 2.3 | 21,525 | 3,969 | 1,779 | 2,800 | 98 | 1,936 | 1,009 |
| Red Willow | 12.7 | .0051 | 34.4 | 10.5 | 15.0 | 17.8 | 31.3 | 5.0 | 101,464 | 18,239 | 9,642 | 11,744 | 3,981 | 32,747 | 2,282 |
| Richardson | 10.4 | .0043 | 41.2 | 7.6 | 12.6 | 16.8 | 40.8 | 4.3 | 53,322 | 13,361 | 4,254 | 4,464 | 2,314 | 13,130 | 1,976 |
| Rock | 2.3 | .0009 | 34.0 | 7.5 | 16.9 | 17.8 | 30.5 | .9 | 9,887 | 1,231 | 936 | 315 | | 2,705 | 442 |
| Saline | 13.0 | .0053 | 37.3 | 12.1 | 13.2 | 16.1 | 36.6 | 4.9 | 62,829 | 14,798 | 5,470 | 7,901 | 5,703 | 6,786 | 3,069 |
| Saunders | 19.1 | .0078 | 35.2 | 8.0 | 14.8 | 19.2 | 31.1 | 6.9 | 67,683 | 20,040 | 5,109 | 2,628 | 5,531 | 10,319 | 913 |
| Scotts Bluff | 38.2 | .0155 | 32.7 | 9.6 | 16.6 | 18.3 | 27.9 | 14.3 | 263,122 | 68,146 | 25,353 | 27,429 | 11,515 | 55,355 | 3,702 |

Second largest buy in NEBRASKA!
If you're buying **Nebraska,** you need the **Nebraska Group.**



The NEBRASKA GROUP

170,553 daily coverage!

- ALLIANCE TIMES HERALD
- BEATRICE SUN
- COLUMBUS TELEGRAM
- FALLS CITY JOURNAL
- GRAND ISLAND INDEPENDENT
- HASTINGS TRIBUNE
- HOLDREGE CITIZEN
- FREEMONT NEBRASKA
- KEARNEY DAILY HUB
- McCOOK DAILY GAZETTE
- NEBRASKA CITY NEWS PRESS
- NORFOLK DAILY NEWS
- NORTH PLATTE TELEGRAPH
- SCOTTSBLUFF STAR HERALD
- YORK NEWS TIMES

1 ORDER – 1 BILL

*Represented by* **Branham** *Newspaper Sales.*

## NEB. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Seward | 16.2 | .0066 | 32.1 | 14.7 | 15.0 | 17.1 | 28.5 | 5.8 | 63,464 | 11,851 | 6,252 | 7,705 | 4,284 | 14,376 | 2,185 |
| Sheridan | 7.4 | .0031 | 36.6 | 7.9 | 14.0 | 17.4 | 34.6 | 2.8 | 43,518 | 11,509 | 4,230 | 443 | 829 | 7,944 | 1,687 |
| Sherman | 3.9 | .0015 | 39.5 | 6.6 | 11.5 | 17.0 | 38.2 | 1.5 | 10,054 | 2,099 | 997 | | 930 | 1,384 | 314 |
| Sioux | 1.8 | .0008 | 36.5 | 8.2 | 14.2 | 21.8 | 30.3 | .7 | 3,285 | 379 | 82 | 1,455 | | 710 | |
| Stanton | 6.8 | .0027 | 30.8 | 9.4 | 16.4 | 18.0 | 25.1 | 2.4 | 6,821 | 1,091 | 2,377 | 224 | 66 | 386 | |
| Thayer | 7.3 | .0030 | 41.4 | 6.9 | 12.9 | 16.3 | 41.1 | 2.7 | 44,140 | 11,467 | 3,192 | 1,458 | 88 | 8,088 | 1,667 |
| Thomas | .9 | .0004 | 33.0 | 8.3 | 16.5 | 20.2 | 26.6 | .4 | 3,518 | 478 | 467 | | | 1,358 | |
| Thurston | 7.3 | .0030 | 32.2 | 8.8 | 13.9 | 17.7 | 28.4 | 2.4 | 35,349 | 8,015 | 1,688 | 690 | 689 | 8,004 | 937 |
| Valley | 5.8 | .0023 | 38.6 | 7.3 | 13.6 | 16.8 | 37.4 | 2.3 | 28,195 | 6,296 | 1,592 | 3,298 | 282 | 4,927 | 1,269 |
| Wayne | 9.7 | .0040 | 29.9 | 22.3 | 13.1 | 16.2 | 27.1 | 3.3 | 41,049 | 9,015 | 5,157 | 5,209 | 999 | 10,506 | 1,066 |
| Webster | 4.7 | .0019 | 42.9 | 5.8 | 11.1 | 17.6 | 42.2 | 2.0 | 15,001 | 1,530 | 1,756 | | 732 | 4,755 | 948 |
| Wheeler | 1.0 | .0004 | 31.5 | 9.2 | 15.8 | 16.0 | 28.4 | .4 | 995 | 355 | 526 | | | | |
| York | 14.9 | .0061 | 34.1 | 10.2 | 15.9 | 18.2 | 30.3 | 5.7 | 91,577 | 18,106 | 9,719 | 8,162 | 1,503 | 24,008 | 2,304 |
| **TOTAL METRO COUNTIES** | **760.7** | **.3096** | **30.5** | **13.1** | **19.3** | **19.2** | **22.1** | **285.2** | **4,731,038** | **899,958** | **544,618** | **648,137** | **352,328** | **991,675** | **138,303** |
| **TOTAL STATE** | **1,616.8** | **.6583** | **32.3** | **11.5** | **17.1** | **18.4** | **27.0** | **609.7** | **9,473,045** | **1,839,075** | **977,280** | **1,130,327** | **535,009** | **2,152,342** | **258,065** |

## NEB. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **LINCOLN** | **3,218,799** | **29,423** | **19.5** | **26.9** | **19.9** | **20.6** | **.0909** |
| Lancaster | 3,218,799 | 29,423 | 19.5 | 26.9 | 19.9 | 20.6 | .0909 |
| • Lincoln | 2,852,604 | 28,875 | 20.1 | 26.6 | 19.7 | 20.1 | .0825 |
| SUBURBAN TOTAL | 366,195 | 33,752 | 14.8 | 29.1 | 23.0 | 24.4 | .0084 |
| **OMAHA** | **9,130,406** | **29,945** | **19.0** | **26.5** | **20.0** | **21.4** | **.2728** |
| Douglas | 6,510,279 | 30,440 | 18.7 | 24.9 | 19.6 | 23.1 | .1956 |
| • Omaha | 5,550,146 | 28,139 | 20.3 | 25.2 | 18.2 | 20.8 | .1749 |
| Sarpy | 1,315,954 | 32,853 | 17.2 | 31.0 | 23.3 | 22.2 | .0347 |
| Washington | 203,966 | 26,915 | 20.7 | 30.5 | 19.1 | 13.9 | .0055 |
| *Pottowattamie, Iowa* | *1,100,207* | *25,592* | *22.1* | *28.8* | *18.8* | *13.6* | *.0370* |
| *• Council Bluffs* | *711,248* | *24,149* | *23.7* | *28.4* | *18.0* | *12.1* | *.0265* |
| SUBURBAN TOTAL | 2,869,012 | 35,251 | 14.6 | 28.4 | 24.8 | 25.8 | .0714 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 360,893 | 22,164 | 24.1 | 29.8 | 15.2 | 9.6 | .0119 |
| Antelope | 63,433 | 14,356 | 28.9 | 21.4 | 8.1 | 4.6 | .0024 |
| Arthur | 5,204 | 17,000 | 29.5 | 28.0 | 6.0 | 9.5 | .0003 |
| Banner | 7,699 | 16,417 | 39.7 | 22.3 | 10.7 | 6.3 | .0001 |
| Blaine | 4,996 | 11,769 | 37.7 | 14.0 | 3.0 | 4.0 | .0002 |
| Boone | 53,956 | 12,955 | 29.2 | 20.0 | 5.9 | 5.5 | .0023 |
| Box Butte | 160,616 | 23,298 | 24.3 | 31.6 | 16.9 | 8.9 | .0048 |
| Boyd | 18,681 | 10,045 | 33.5 | 12.2 | 2.7 | 1.9 | .0006 |
| Brown | 32,885 | 13,353 | 33.3 | 18.8 | 5.4 | 4.4 | .0014 |
| Buffalo | 417,529 | 21,971 | 25.5 | 29.2 | 15.0 | 10.5 | .0145 |
| Burt | 79,171 | 16,495 | 31.6 | 25.4 | 8.3 | 5.8 | .0027 |
| Butler | 76,898 | 16,905 | 29.1 | 26.7 | 8.9 | 6.0 | .0024 |
| Cass | 271,111 | 25,735 | 22.9 | 30.7 | 18.7 | 13.1 | .0071 |
| Cedar | 87,499 | 14,725 | 32.0 | 21.2 | 7.5 | 6.1 | .0028 |
| Chase | 43,908 | 16,882 | 28.5 | 27.1 | 8.7 | 5.9 | .0017 |
| Cherry | 53,138 | 13,911 | 38.5 | 18.1 | 6.6 | 4.3 | .0022 |
| Cheyenne | 134,568 | 24,220 | 21.8 | 27.4 | 16.7 | 13.3 | .0057 |
| Clay | 73,760 | 19,000 | 27.7 | 28.8 | 12.0 | 6.6 | .0023 |
| Colfax | 100,281 | 19,830 | 26.4 | 26.8 | 12.6 | 10.2 | .0030 |
| Cuming | 91,813 | 16,467 | 31.8 | 26.7 | 8.2 | 5.9 | .0036 |
| Custer | 117,439 | 16,552 | 31.1 | 25.1 | 8.0 | 6.8 | .0044 |
| ☐ Dakota | 186,825 | 23,028 | 23.2 | 35.3 | 14.8 | 8.3 | .0056 |
| Dawes | 94,065 | 17,607 | 27.4 | 24.1 | 10.8 | 9.7 | .0033 |
| Dawson | 246,703 | 23,380 | 24.4 | 33.3 | 16.6 | 8.4 | .0085 |
| Deuel | 29,324 | 21,393 | 27.8 | 32.0 | 11.4 | 10.4 | .0013 |
| Dixon | 54,497 | 14,536 | 31.3 | 22.7 | 7.4 | 5.1 | .0016 |
| Dodge | 402,010 | 21,472 | 25.9 | 29.4 | 14.7 | 8.9 | .0136 |
| Dundy | 29,049 | 16,824 | 28.2 | 26.1 | 8.6 | 6.6 | .0008 |
| Fillmore | 68,323 | 17,333 | 32.3 | 27.3 | 9.2 | 5.4 | .0025 |
| Franklin | 37,429 | 16,320 | 30.1 | 25.6 | 7.6 | 6.0 | .0013 |
| Frontier | 40,366 | 20,216 | 27.1 | 27.9 | 11.7 | 10.9 | .0010 |
| Furnas | 58,048 | 15,816 | 31.1 | 24.4 | 9.3 | 4.3 | .0022 |
| Gage | 267,092 | 21,707 | 25.9 | 28.6 | 14.6 | 10.9 | .0087 |
| Garden | 25,666 | 17,844 | 32.4 | 27.1 | 10.6 | 6.2 | .0007 |
| Garfield | 13,705 | 10,860 | 32.9 | 15.4 | 4.4 | 1.4 | .0008 |
| Gosper | 22,252 | 20,350 | 25.5 | 28.3 | 13.0 | 9.6 | .0006 |
| Grant | 6,357 | 16,083 | 35.6 | 23.4 | 11.0 | 2.3 | .0002 |
| Greeley | 23,666 | 12,667 | 28.1 | 21.1 | 5.7 | 4.8 | .0009 |
| Hall | 565,983 | 23,003 | 24.7 | 31.0 | 15.7 | 10.0 | .0203 |
| Hamilton | 90,704 | 19,889 | 31.0 | 31.3 | 11.1 | 7.3 | .0029 |
| Harlan | 41,764 | 17,500 | 26.0 | 25.0 | 11.2 | 7.1 | .0014 |
| Hayes | 14,828 | 19,125 | 31.8 | 22.2 | 12.8 | 13.6 | .0004 |
| Hitchcock | 38,512 | 19,022 | 29.5 | 28.5 | 11.2 | 7.3 | .0011 |
| Holt | 100,170 | 14,345 | 33.5 | 22.5 | 6.8 | 3.7 | .0043 |
| Hooker | 6,549 | 12,000 | 35.9 | 19.3 | 3.0 | 1.5 | .0001 |
| Howard | 46,721 | 14,305 | 36.4 | 22.5 | 6.7 | 2.8 | .0018 |
| Jefferson | 98,862 | 19,118 | 27.5 | 28.3 | 12.9 | 6.4 | .0033 |
| Johnson | 48,512 | 17,021 | 29.8 | 26.0 | 9.4 | 7.2 | .0015 |
| Kearney | 79,181 | 22,000 | 25.9 | 30.0 | 14.4 | 10.7 | .0024 |
| Keith | 118,154 | 24,612 | 23.4 | 31.4 | 16.3 | 12.8 | .0047 |
| Keya Paha | 10,726 | 13,409 | 34.6 | 18.4 | 4.4 | 7.4 | .0005 |
| Kimball | 59,291 | 22,789 | 25.6 | 29.0 | 14.2 | 12.2 | .0017 |
| Knox | 94,091 | 16,076 | 30.0 | 23.0 | 10.0 | 6.4 | .0031 |
| Lincoln | 414,976 | 25,007 | 21.9 | 32.4 | 18.3 | 10.9 | .0137 |
| Logan | 6,537 | 11,842 | 36.5 | 14.1 | 6.0 | 2.0 | .0001 |
| Loup | 7,249 | 17,000 | 32.4 | 26.3 | 9.0 | 5.7 | .0003 |
| McPherson | 4,149 | 14,333 | 30.0 | 24.5 | 4.0 | 6.0 | .0002 |
| Madison | 378,555 | 22,339 | 24.4 | 29.4 | 15.4 | 10.5 | .0130 |
| Merrick | 75,639 | 18,356 | 29.2 | 32.6 | 8.8 | 4.1 | .0027 |
| Morrill | 41,380 | 12,212 | 33.0 | 18.9 | 4.8 | 2.6 | .0014 |
| Nance | 38,103 | 15,965 | 30.9 | 24.9 | 8.8 | 4.7 | .0011 |
| Nemaha | 109,788 | 24,055 | 20.6 | 27.1 | 15.9 | 16.4 | .0030 |
| Nuckolls | 56,361 | 16,384 | 33.2 | 26.1 | 8.1 | 3.8 | .0019 |
| Otoe | 166,328 | 20,549 | 25.7 | 29.0 | 13.3 | 8.8 | .0057 |
| Pawnee | 33,225 | 15,600 | 30.6 | 23.3 | 7.7 | 6.2 | .0012 |
| Perkins | 47,760 | 23,483 | 22.2 | 26.2 | 15.8 | 14.9 | .0013 |
| Phelps | 121,469 | 23,582 | 23.1 | 27.5 | 17.5 | 12.7 | .0042 |
| Pierce | 64,416 | 15,183 | 34.9 | 25.4 | 5.5 | 4.1 | .0023 |
| Platte | 315,429 | 23,472 | 23.2 | 32.0 | 16.5 | 9.4 | .0104 |
| Polk | 50,254 | 16,111 | 32.6 | 25.3 | 9.0 | 4.3 | .0017 |
| Red Willow | 142,047 | 20,491 | 27.3 | 27.7 | 14.1 | 9.3 | .0053 |
| Richardson | 86,735 | 14,128 | 33.4 | 20.6 | 7.6 | 3.9 | .0031 |
| Rock | 22,021 | 17,312 | 34.7 | 24.7 | 9.1 | 6.8 | .0008 |
| Saline | 141,021 | 21,151 | 23.8 | 30.1 | 14.0 | 8.1 | .0045 |
| Saunders | 197,274 | 21,380 | 26.6 | 30.4 | 14.1 | 8.9 | .0059 |
| Scotts Bluff | 413,256 | 20,968 | 27.3 | 29.2 | 13.4 | 9.8 | .0147 |
| Seward | 204,226 | 25,583 | 21.1 | 31.4 | 17.7 | 14.0 | .0058 |
| Sheridan | 60,625 | 14,483 | 27.7 | 23.3 | 7.4 | 6.4 | .0023 |
| Sherman | 25,056 | 12,716 | 35.5 | 20.2 | 4.1 | 1.5 | .0009 |
| Sioux | 19,275 | 18,955 | 30.0 | 26.7 | 11.6 | 9.0 | .0006 |
| Stanton | 53,384 | 17,274 | 30.7 | 28.8 | 9.9 | 3.3 | .0014 |
| Thayer | 65,575 | 17,775 | 29.0 | 29.3 | 8.4 | 6.3 | .0025 |
| Thomas | 8,939 | 15,882 | 36.6 | 25.4 | 6.3 | 5.3 | .0003 |
| Thurston | 60,951 | 17,746 | 29.7 | 25.7 | 9.9 | 8.1 | .0022 |
| Valley | 49,575 | 14,942 | 33.1 | 22.1 | 7.4 | 5.0 | .0019 |
| Wayne | 97,477 | 20,517 | 26.9 | 26.8 | 14.0 | 10.1 | .0031 |
| Webster | 41,491 | 14,410 | 29.0 | 23.4 | 7.9 | 3.7 | .0013 |
| Wheeler | 11,068 | 19,929 | 31.9 | 30.3 | 11.5 | 8.0 | .0002 |
| York | 174,748 | 22,364 | 25.6 | 29.2 | 15.9 | 10.4 | .0058 |
| **TOTAL METRO COUNTIES** | **11,435,823** | **30,125** | **18.9** | **26.6** | **20.0** | **21.7** | **.3323** |
| **TOTAL STATE** | **20,330,263** | **23,962** | **23.3** | **27.2** | **16.2** | **14.7** | **.6330** |

# Nevada

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **LAS VEGAS** | **610.9** | **.2487** | **32.1** | **11.2** | **19.3** | **22.6** | **21.5** | **248.3** |
| Clark | 610.9 | .2487 | 32.1 | 11.2 | 19.3 | 22.8 | 21.5 | 248.3 |
| • Las Vegas | 206.0 | .0839 | 32.4 | 10.9 | 18.7 | 22.4 | 22.7 | 84.1 |
| North Las Vegas | 53.0 | .0216 | 26.0 | 13.4 | 18.2 | 19.1 | 14.5 | 17.5 |
| SUBURBAN TOTAL | 404.9 | .1648 | 31.9 | 11.3 | 19.7 | 23.1 | 20.8 | 164.2 |
| **RENO** | **237.6** | **.0968** | **32.9** | **11.8** | **21.0** | **22.3** | **23.3** | **101.6** |
| Washoe | 237.6 | .0968 | 32.9 | 11.8 | 21.0 | 22.3 | 23.3 | 101.6 |
| • Reno | 117.2 | .0477 | 33.5 | 13.5 | 21.6 | 20.5 | 26.2 | 54.8 |
| Sparks | 54.8 | .0223 | 31.6 | 11.5 | 21.4 | 22.1 | 20.4 | 21.9 |
| SUBURBAN TOTAL | 120.4 | .0491 | 32.3 | 10.2 | 20.5 | 24.0 | 20.4 | 46.8 |
| **OTHER COUNTIES** | | | | | | | | |
| Carson City | 37.7 | .0154 | 34.4 | 9.7 | 16.7 | 22.8 | 26.1 | 15.5 |
| Carson City | 37.7 | .0154 | 34.4 | 9.7 | 16.7 | 22.8 | 26.1 | 15.5 |
| Churchill | 16.7 | .0068 | 33.3 | 10.7 | 15.8 | 20.1 | 27.3 | 6.4 |
| Douglas | 25.3 | .0103 | 33.9 | 7.7 | 21.5 | 23.6 | 24.0 | 10.2 |
| Elko | 23.1 | .0094 | 32.3 | 9.1 | 17.2 | 22.1 | 23.3 | 9.3 |
| Esmeralda | 1.2 | .0005 | 36.7 | 8.2 | 15.5 | 19.7 | 32.9 | .3 |
| Eureka | 1.4 | .0005 | 31.7 | 10.5 | 17.8 | 21.1 | 23.1 | .5 |
| Humboldt | 11.4 | .0047 | 31.7 | 10.2 | 18.6 | 21.5 | 22.4 | 4.3 |
| Lander | 4.6 | .0019 | 28.7 | 12.6 | 20.3 | 21.2 | 16.1 | 1.9 |
| Lincoln | 3.9 | .0015 | 30.2 | 8.1 | 13.9 | 18.1 | 25.3 | 1.4 |
| Lyon | 18.1 | .0074 | 35.0 | 7.8 | 15.8 | 21.1 | 28.9 | 7.2 |
| Mineral | 6.2 | .0025 | 34.6 | 7.9 | 15.3 | 20.7 | 28.6 | 2.6 |
| Nye | 15.3 | .0063 | 34.0 | 9.5 | 15.9 | 22.0 | 26.4 | 6.2 |
| Pershing | 3.7 | .0015 | 34.1 | 10.2 | 15.9 | 20.8 | 27.7 | 1.5 |
| Storey | 1.9 | .0007 | 34.7 | 10.2 | 18.0 | 23.3 | 26.3 | .6 |
| White Pine | 7.7 | .0031 | 34.8 | 7.2 | 16.1 | 20.1 | 29.6 | 3.0 |
| **TOTAL METRO COUNTIES** | **848.5** | **.3455** | **32.3** | **11.4** | **19.7** | **22.7** | **22.0** | **349.9** |
| **TOTAL STATE** | **1,026.7** | **.4180** | **32.5** | **11.0** | **19.4** | **22.5** | **22.6** | **420.8** |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **LAS VEGAS** | **4,656,184** | **985,388** | **470,554** | **553,341** | **268,433** | **967,518** | **172,842** |
| Clark | 4,656,184 | 985,388 | 470,554 | 553,341 | 268,433 | 967,518 | 172,842 |
| • Las Vegas | 1,860,040 | 370,208 | 177,301 | 177,790 | 114,721 | 383,677 | 70,866 |
| North Las Vegas | 140,128 | 37,334 | 17,343 | 13,451 | 10,329 | 11,440 | 8,483 |
| SUBURBAN TOTAL | 2,796,144 | 615,180 | 293,253 | 375,551 | 153,712 | 583,841 | 101,976 |
| **RENO** | **2,157,512** | **411,716** | **183,743** | **347,161** | **82,965** | **449,067** | **60,727** |
| Washoe | 2,157,512 | 411,716 | 183,743 | 347,161 | 82,965 | 449,067 | 60,727 |
| • Reno | 1,513,762 | 247,531 | 124,981 | 248,918 | 66,362 | 369,397 | 34,177 |
| Sparks | 389,3[illegible] | 107,899 | 30,508 | 77,474 | 10,301 | 51,547 | 15,415 |
| SUBURBAN TOTAL | 643,750 | 164,185 | 58,762 | 98,243 | 16,603 | 79,670 | 26,550 |
| **OTHER COUNTIES** | | | | | | | |
| Carson City | 358,234 | 90,734 | 29,824 | 27,275 | 14,171 | 79,683 | 25,174 |
| Carson City | 358,234 | 90,734 | 29,824 | 27,275 | 14,171 | 79,683 | 25,174 |
| Churchill | 100,724 | 32,113 | 8,025 | 1,757 | 2,716 | 28,283 | 135 |
| Douglas | 102,173 | 31,355 | 7,388 | 62 | 3,156 | 7,019 | 1,625 |
| Elko | 196,036 | 46,018 | 17,791 | 5,355 | 4,573 | 40,578 | 9,754 |
| Esmeralda | 7,477 | 109 | 1,206 | 1,783 | | | |
| Eureka | 3,879 | 1,233 | 922 | | | 375 | |
| Humboldt | 121,652 | 36,767 | 11,387 | 1,343 | 1,771 | 14,476 | |
| Lander | 18,028 | 7,442 | 2,566 | | 150 | 1,733 | 915 |
| Lincoln | 9,829 | 2,236 | 1,265 | 2,430 | 73 | 559 | 262 |
| Lyon | 77,854 | 28,916 | 5,115 | 1,723 | 1,648 | 11,439 | 1,166 |
| Mineral | 38,201 | 12,567 | 2,633 | 2,830 | 169 | 4,878 | 526 |
| Nye | 74,036 | 24,317 | 5,519 | 472 | 246 | 12,310 | 1,501 |
| Pershing | 50,066 | 9,963 | 5,382 | 1,590 | 119 | 4,237 | 156 |
| Storey | 5,085 | 745 | 1,651 | | 76 | 133 | |
| White Pine | 50,523 | 15,512 | 4,760 | 2,139 | 1,419 | 9,092 | 1,705 |
| **TOTAL METRO COUNTIES** | **6,813,696** | **1,397,104** | **654,292** | **900,502** | **351,398** | **1,416,585** | **233,569** |
| **TOTAL STATE** | **8,027,493** | **1,737,131** | **759,731** | **949,261** | **381,685** | **1,631,380** | **276,488** |

**NEV.**

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **LAS VEGAS** | **7,900,229** | **25,602** | **23.5** | **28.3** | **17.5** | **15.6** | **.2635** |
| Clark | 7,900,229 | 25,602 | 23.5 | 28.3 | 17.5 | 15.6 | .2635 |
| • Las Vegas | 2,605,586 | 24,636 | 23.1 | 27.4 | 17.3 | 14.7 | .0936 |
| North Las Vegas | 470,678 | 22,355 | 26.9 | 30.6 | 16.1 | 9.5 | .0144 |
| SUBURBAN TOTAL | 5,294,643 | 26,086 | 23.7 | 28.8 | 17.6 | 16.1 | .1699 |
| **RENO** | **3,499,686** | **27,637** | **22.5** | **27.7** | **18.4** | **18.8** | **.1158** |
| Washoe | 3,499,686 | 27,637 | 22.5 | 27.7 | 18.4 | 18.8 | .1158 |
| • Reno | 1,762,587 | 24,736 | 24.9 | 27.6 | 16.0 | 16.9 | .0665 |
| Sparks | 748,556 | 30,138 | 21.2 | 27.7 | 20.3 | 18.9 | .0217 |
| SUBURBAN TOTAL | 1,737,099 | 30,994 | 19.6 | 27.8 | 21.2 | 21.5 | .0493 |
| **OTHER COUNTIES** | | | | | | | |
| Carson City | 494,262 | 26,720 | 22.2 | 28.6 | 18.3 | 16.3 | .0177 |
| Carson City | 494,262 | 26,720 | 22.2 | 28.6 | 18.3 | 16.3 | .0177 |
| Churchill | 156,735 | 18,803 | 30.2 | 27.2 | 11.6 | 7.9 | .0057 |
| Douglas | 395,704 | 30,018 | 18.9 | 31.6 | 21.0 | 16.5 | .0102 |
| Elko | 292,447 | 24,952 | 21.7 | 28.8 | 16.9 | 15.4 | .0103 |
| Esmeralda | 12,930 | 37,800 | 16.3 | 17.4 | 24.3 | 30.3 | .0005 |
| Eureka | 15,017 | 23,500 | 24.0 | 25.8 | 11.0 | 17.4 | .0004 |
| Humboldt | 111,619 | 18,382 | 32.7 | 24.0 | 13.6 | 8.3 | .0050 |
| Lander | 61,040 | 27,950 | 18.3 | 30.8 | 20.7 | 14.9 | .0017 |
| Lincoln | 32,757 | 19,378 | 27.9 | 29.1 | 11.8 | 7.4 | .0010 |
| Lyon | 190,264 | 21,431 | 26.1 | 28.2 | 15.3 | 9.7 | .0060 |
| Mineral | 81,099 | 25,741 | 21.3 | 29.9 | 16.7 | 14.9 | .0025 |
| Nye | 171,435 | 23,611 | 22.6 | 28.3 | 18.5 | 10.8 | .0053 |
| Pershing | 49,503 | 24,879 | 19.9 | 26.9 | 14.1 | 19.9 | .0020 |
| Storey | 18,410 | 25,545 | 24.0 | 30.7 | 17.8 | 13.0 | .0006 |
| White Pine | 101,540 | 27,519 | 18.8 | 27.1 | 18.9 | 18.8 | .0033 |
| **TOTAL METRO COUNTIES** | **11,399,915** | **26,177** | **23.2** | **28.2** | **17.7** | **16.5** | **.3793** |
| **TOTAL STATE** | **13,584,697** | **25,891** | **23.3** | **28.2** | **17.6** | **16.1** | **.4515** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

# New Hampshire

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **MANCHESTER - NASHUA** | **322.1** | **.1312** | **32.0** | **10.4** | **18.8** | **20.5** | **23.9** | **118.9** |
| Hillsborough | 322.1 | .1312 | 32.0 | 10.4 | 18.8 | 20.5 | 23.9 | 118.9 |
| • Manchester | 101.3 | .0412 | 33.3 | 12.2 | 17.5 | 17.0 | 30.0 | 41.0 |
| • Nashua | 78.7 | .0320 | 31.9 | 10.9 | 19.3 | 20.5 | 23.5 | 30.3 |
| SUBURBAN TOTAL | 142.1 | .0580 | 31.2 | 8.9 | 19.3 | 22.9 | 19.8 | 47.6 |
| **PORTSMOUTH - DOVER - ROCHESTER** | **328.4** | **.1337** | **31.4** | **12.1** | **19.1** | **20.6** | **22.5** | **120.4** |
| Rockingham | 233.2 | .0949 | 31.7 | 10.1 | 20.2 | 21.4 | 22.0 | 85.9 |
| • Portsmouth | 29.1 | .0118 | 29.7 | 15.7 | 20.6 | 16.7 | 22.3 | 11.1 |
| Strafford | 95.2 | .0388 | 30.5 | 16.9 | 16.7 | 18.7 | 23.8 | 34.5 |
| • Dover | 24.0 | .0098 | 32.4 | 14.7 | 17.1 | 16.5 | 27.1 | 9.5 |
| • Rochester | 24.0 | .0098 | 33.4 | 10.1 | 16.9 | 19.7 | 27.6 | 9.2 |
| SUBURBAN TOTAL | 251.3 | .1023 | 31.4 | 11.6 | 19.5 | 21.4 | 21.6 | 90.6 |
| **OTHER COUNTIES** | | | | | | | | |
| Belknap | 48.7 | .0198 | 34.2 | 8.9 | 17.5 | 19.3 | 29.3 | 18.6 |
| Carroll | 33.6 | .0137 | 37.1 | 7.7 | 17.2 | 19.2 | 33.7 | 14.1 |
| Cheshire | 68.2 | .0277 | 33.0 | 12.1 | 17.2 | 19.1 | 27.4 | 25.0 |
| Coos | 34.5 | .0141 | 35.1 | 8.9 | 15.6 | 18.6 | 31.5 | 13.4 |
| Grafton | 70.4 | .0286 | 31.8 | 15.8 | 17.4 | 18.2 | 26.3 | 26.1 |
| Merrimack | 116.0 | .0472 | 33.1 | 10.3 | 18.5 | 19.7 | 26.9 | 43.1 |
| Sullivan | 38.2 | .0156 | 33.9 | 8.9 | 17.3 | 19.1 | 29.0 | 15.1 |
| **TOTAL METRO COUNTIES** | **650.5** | **.2649** | **31.7** | **11.3** | **18.9** | **20.6** | **23.2** | **239.3** |
| **TOTAL STATE** | **1,060.1** | **.4316** | **32.4** | **11.1** | **18.3** | **20.0** | **25.2** | **394.7** |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **MANCHESTER - NASHUA** | **3,209,425** | **579,510** | **251,609** | **533,980** | **189,706** | **700,207** | **74,318** |
| Hillsborough | 3,209,425 | 579,510 | 251,609 | 533,980 | 189,706 | 700,207 | 74,318 |
| • Manchester | 1,262,431 | 169,054 | 108,054 | 239,481 | 77,475 | 327,293 | 29,554 |
| • Nashua | 966,440 | 143,627 | 67,541 | 142,019 | 58,802 | 267,071 | 19,612 |
| SUBURBAN TOTAL | 980,554 | 266,829 | 76,014 | 152,480 | 53,429 | 105,843 | 25,152 |
| **PORTSMOUTH - DOVER - ROCHESTER** | **2,936,556** | **628,042** | **247,743** | **229,024** | **118,183** | **671,710** | **75,741** |
| Rockingham | 2,291,232 | 463,156 | 199,568 | 197,149 | 95,382 | 514,480 | 58,670 |
| • Portsmouth | 571,956 | 65,065 | 60,045 | 24,272 | 18,735 | 163,543 | 8,623 |
| Strafford | 645,324 | 164,886 | 48,175 | 31,875 | 22,801 | 157,230 | 17,071 |
| • Dover | 240,891 | 55,225 | 23,647 | 8,953 | 16,393 | 55,013 | 6,392 |
| • Rochester | 260,170 | 74,014 | 11,043 | 18,924 | 4,421 | 59,288 | 7,163 |
| SUBURBAN TOTAL | 1,863,589 | 433,738 | 152,808 | 176,875 | 78,634 | 393,866 | 53,563 |
| **OTHER COUNTIES** | | | | | | | |
| Belknap | 587,094 | 132,865 | 49,045 | 30,924 | 24,744 | 169,434 | 12,676 |
| Carroll | 337,112 | 72,018 | 38,868 | 20,928 | 18,897 | 42,515 | 6,672 |
| Cheshire | 503,954 | 92,908 | 37,436 | 41,894 | 15,006 | 124,716 | 8,671 |
| Coos | 281,192 | 64,918 | 19,498 | 20,603 | 9,166 | 66,089 | 8,728 |
| Grafton | 740,618 | 223,788 | 57,248 | 59,106 | 39,576 | 120,211 | 12,107 |
| Merrimack | 883,550 | 237,110 | 75,361 | 78,307 | 24,176 | 203,927 | 20,308 |
| Sullivan | 245,859 | 55,200 | 11,553 | 19,432 | 7,637 | 55,240 | 10,434 |
| **TOTAL METRO COUNTIES** | **6,145,981** | **1,207,552** | **499,352** | **763,004** | **307,889** | **1,371,917** | **150,059** |
| **TOTAL STATE** | **9,725,360** | **2,086,359** | **788,361** | **1,034,198** | **446,491** | **2,154,049** | **229,655** |

**N.H.**

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **MANCHESTER - NASHUA** | **5,256,107** | **35,668** | **15.9** | **23.2** | **20.7** | **30.5** | **.1707** |
| Hillsborough | 5,256,107 | 35,668 | 15.9 | 23.2 | 20.7 | 30.5 | .1707 |
| • Manchester | 1,546,438 | 29,599 | 19.8 | 24.6 | 19.6 | 22.0 | .0569 |
| • Nashua | 1,366,015 | 36,530 | 15.2 | 23.0 | 20.5 | 32.4 | .0465 |
| SUBURBAN TOTAL | 2,343,654 | 40,332 | 13.0 | 22.1 | 21.6 | 36.6 | .0673 |
| **PORTSMOUTH - DOVER - ROCHESTER** | **4,873,233** | **32,778** | **16.8** | **26.0** | **21.5** | **24.8** | **.1598** |
| Rockingham | 3,573,826 | 33,913 | 16.2 | 25.8 | 22.0 | 26.2 | .1193 |
| • Portsmouth | 394,316 | 26,058 | 23.4 | 29.7 | 18.9 | 16.7 | .0196 |
| Strafford | 1,299,407 | 29,808 | 18.3 | 26.7 | 20.1 | 21.3 | .0405 |
| • Dover | 345,753 | 29,042 | 18.7 | 26.8 | 19.0 | 21.2 | .0120 |
| • Rochester | 326,317 | 29,514 | 18.3 | 28.3 | 20.9 | 19.3 | .0121 |
| SUBURBAN TOTAL | 3,807,447 | 34,377 | 15.7 | 25.2 | 22.2 | 26.8 | .1161 |
| **OTHER COUNTIES** | | | | | | | |
| Belknap | 590,694 | 24,371 | 23.4 | 29.9 | 17.2 | 13.4 | .0247 |
| Carroll | 437,904 | 23,035 | 26.1 | 29.8 | 14.6 | 12.9 | .0160 |
| Cheshire | 870,921 | 27,196 | 21.2 | 29.6 | 19.2 | 16.3 | .0290 |
| Coos | 374,433 | 22,466 | 24.4 | 30.2 | 15.7 | 9.5 | .0141 |
| Grafton | 878,753 | 24,495 | 24.3 | 29.4 | 16.1 | 14.6 | .0338 |
| Merrimack | 1,631,735 | 29,464 | 19.8 | 28.6 | 19.7 | 20.5 | .0520 |
| Sullivan | 459,206 | 24,150 | 24.5 | 30.5 | 17.2 | 11.5 | .0151 |
| **TOTAL METRO COUNTIES** | **10,129,340** | **34,135** | **16.4** | **24.6** | **21.0** | **27.6** | **.3305** |
| **TOTAL STATE** | **15,372,986** | **30,469** | **18.8** | **26.6** | **19.7** | **22.8** | **.5152** |

# New Jersey

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **ATLANTIC CITY** | **308.4** | **.1255** | **36.5** | **10.2** | **15.2** | **17.4** | **34.4** | **121.4** |
| Atlantic | 211.5 | .0861 | 35.3 | 10.5 | 15.6 | 18.0 | 32.3 | 81.3 |
| • Atlantic City | 37.3 | .0152 | 41.0 | 9.5 | 12.6 | 16.0 | 41.3 | 16.2 |
| Cape May | 96.9 | .0394 | 39.5 | 9.6 | 14.2 | 16.3 | 38.9 | 40.1 |
| SUBURBAN TOTAL | 271.1 | .1103 | 36.0 | 10.3 | 15.5 | 17.8 | 33.5 | 105.2 |
| **BERGEN - PASSAIC** | **1,302.8** | **.5305** | **36.3** | **9.6** | **16.1** | **21.5** | **30.5** | **483.5** |
| Bergen | 840.5 | .3422 | 37.5 | 9.3 | 15.8 | 21.9 | 31.9 | 316.7 |
| Passaic | 462.3 | .1883 | 34.0 | 10.3 | 16.6 | 20.2 | 28.1 | 166.8 |
| Clifton | 76.9 | .0313 | 41.1 | 9.8 | 15.9 | 17.5 | 39.8 | 31.6 |
| Passaic | 54.9 | .0224 | 32.6 | 10.2 | 17.1 | 18.9 | 27.0 | 21.2 |
| • Paterson | 139.0 | .0566 | 30.3 | 10.9 | 17.1 | 18.5 | 23.4 | 48.9 |
| Wayne Township | 49.3 | .0201 | 36.9 | 9.6 | 13.5 | 25.0 | 28.2 | 16.0 |
| SUBURBAN TOTAL | 1,163.8 | .47[illegible] | 37.0 | 9.5 | 16.0 | 21.7 | 31.4 | 434.6 |
| **JERSEY CITY** | **552.5** | **.2249** | **34.5** | **10.4** | **16.8** | **19.8** | **29.4** | **213.9** |
| Hudson | 552.5 | .2249 | 34.5 | 10.4 | 16.8 | 19.8 | 29.4 | 213.9 |
| Bayonne | 63.3 | .0258 | 38.0 | 10.1 | 16.6 | 17.5 | 36.1 | 25.6 |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **ATLANTIC CITY** | **2,597,141** | **537,278** | **340,947** | **224,527** | **113,683** | **501,361** | **84,905** |
| Atlantic | 1,747,851 | 316,806 | 201,263 | 177,575 | 83,448 | 304,990 | 56,316 |
| • Atlantic City | 437,627 | 36,253 | 67,744 | 17,943 | 6,601 | 67,456 | 13,620 |
| Cape May | 849,290 | 220,472 | 139,684 | 46,952 | 30,235 | 196,371 | 28,589 |
| SUBURBAN TOTAL | 2,159,514 | 501,025 | 273,203 | 206,584 | 107,082 | 433,905 | 71,285 |
| **BERGEN - PASSAIC** | **11,216,841** | **2,216,056** | **920,082** | **1,212,436** | **851,148** | **2,335,732** | **345,346** |
| Bergen | 7,966,594 | 1,684,647 | 629,513 | 754,700 | 611,189 | 1,781,546 | 270,720 |
| Passaic | 3,250,247 | 531,409 | 290,569 | 457,736 | 239,959 | 554,186 | 74,626 |
| Clifton | 607,793 | 131,826 | 70,158 | 24,416 | 16,103 | 134,648 | 12,491 |
| Passaic | 231,563 | 19,296 | 16,924 | 6,264 | 14,787 | 27,423 | 8,624 |
| • Paterson | 517,632 | 111,540 | 33,754 | 31,019 | 41,291 | 115,583 | 19,370 |
| Wayne Township | 970,888 | 80,008 | 83,039 | 356,487 | 91,830 | 113,762 | 11,664 |
| SUBURBAN TOTAL | 10,699,209 | 2,104,516 | 886,328 | 1,181,417 | 809,857 | 2,220,149 | 325,976 |
| **JERSEY CITY** | **2,957,284** | **812,310** | **212,019** | **153,119** | **163,961** | **521,375** | **109,923** |
| Hudson | 2,957,284 | 812,310 | 212,019 | 153,119 | 163,961 | 521,375 | 109,923 |
| Bayonne | 319,585 | 102,699 | 32,380 | 1,903 | 26,225 | 15,276 | 19,099 |

## METRO & COUNTY TOTALS

| N.J. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| • Hoboken | 41.6 | .0169 | 30.9 | 13.0 | 19.6 | 18.3 | 23.6 | 15.6 | 158,663 | 79,067 | 19,283 | 3,933 | 5,247 | 4,672 | 8,004 |
| • Jersey City | 218.7 | .0890 | 32.4 | 10.5 | 16.9 | 18.5 | 27.2 | 81.9 | 1,094,184 | 253,570 | 72,417 | 60,789 | 49,165 | 288,000 | 37,871 |
| North Bergen Township | 47.9 | .0195 | 38.5 | 9.5 | 16.6 | 20.7 | 34.3 | 19.7 | 269,630 | 110,156 | 20,744 | 4,998 | 15,199 | 40,516 | 6,946 |
| Union City | 56.4 | .0230 | 35.2 | 10.6 | 15.5 | 22.8 | 27.5 | 21.9 | 316,111 | 58,087 | 16,275 | 31,210 | 17,185 | 74,769 | 12,119 |
| SUBURBAN TOTAL | 292.2 | .1190 | 37.0 | 10.0 | 16.2 | 21.0 | 32.0 | 116.4 | 1,704,437 | 479,673 | 120,319 | 88,397 | 109,549 | 228,703 | 64,048 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **962.4** | **.3919** | **33.6** | **11.4** | **17.4** | **22.3** | **25.2** | **340.2** | **7,537,696** | **1,656,132** | **559,579** | **859,147** | **646,542** | **1,483,771** | **202,699** |
| Hunterdon | 99.1 | .0404 | 34.2 | 8.4 | 16.9 | 25.3 | 23.3 | 33.9 | 684,040 | 150,857 | 49,794 | 28,776 | 48,926 | 115,680 | 16,311 |
| Middlesex | 642.8 | .2617 | 33.0 | 12.5 | 17.6 | 21.2 | 25.3 | 227.8 | 4,788,615 | 1,064,251 | 353,261 | 647,794 | 460,157 | 777,111 | 139,507 |
| Edison Township | 81.3 | .0331 | 33.6 | 10.9 | 18.4 | 22.6 | 24.8 | 29.2 | 766,348 | 93,757 | 48,823 | 74,603 | 155,570 | 127,798 | 25,877 |

## Is there a piece missing from your marketing plan?

Building a solid marketing strategy is like putting together a puzzle. It's complicated. But the end result is worth the effort — if you have all the right pieces.

New Jersey's Monmouth-Ocean is the piece that completes your marketing puzzle. It's the fastest growing market in the New York ADI. And among 317 metro markets nationwide, it ranks:

- 21st in Average Household EBI
- 48th in Total Retail Sales
- 49th in Population

Complete your marketing plan with the market that fits. **Call The Press' National Advertising Department, (201) 922-6000,** or any Sawyer-Ferguson-Walker office.

New York
NEW JERSEY
Monmouth Ocean
Phila.
Atlantic City

**Monmouth-Ocean, N.J.**
**THE MARKET THAT FITS**

THE ASBURY PARK
**PRESS**

S&MM Survey of Buying Power, 1987

---

# NO ONE DELIVERS MORE LOCAL COVERAGE OF NEW JERSEY'S RICHEST MARKET.

*Central New Jersey, specifically the Middlesex-Somerset-Hunterdon PMSA, is the richest market in New Jersey and the fourth richest in the nation with a Median Household EBI of $41,378.*

*Its more than $17 billion in EBI, $7.5 billion in Total Retail Sales and $1.6 billion in Food Sales can be easily reached by using The Central New Jersey Home News.*

*We deliver the largest audience of any newspaper serving this prime market*
*exclusively: 135,000 adults every day*
*153,000 adults every Sunday*

*No wonder when it comes to reaching New Jersey's most affluent residents advertisers come to The Central New Jersey Home News.*

**The Central New Jersey Home News**

P.O. Box 551
New Brunswick, N.J. 08903
(201) 246-5600 (201) 256-5604

National Representatives
Sawyer-Ferguson-Walker

Sources: Scarborough Report of New York A.D.I. 1988
S&MM's 1988 Survey of Buying Power

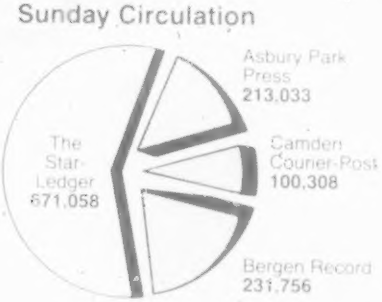
**N.J. (cont.)**

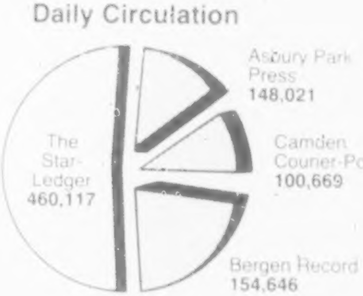
POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| ● New Brunswick | 42.1 | .0171 | 26.0 | 29.0 | 17.1 | 12.8 | 21.8 | 14.6 | 270,031 | 16,687 | 21,125 | 63,567 | 13,715 | 58,315 | 5,977 |
| Old Bridge Township | 56.4 | .0230 | 31.3 | 11.0 | 18.6 | 23.3 | 19.9 | 19.6 | 156,104 | 45,984 | 14,032 | 4,286 | 5,736 | 41,546 | 11,201 |
| ● Perth Amboy | 38.5 | .0157 | 34.3 | 10.4 | 16.0 | 17.8 | 31.0 | 14.5 | 220,667 | 55,887 | 17,220 | 16,588 | 17,232 | 63,237 | 6,264 |
| Piscataway Township | 43.7 | .0178 | 28.6 | 19.3 | 19.9 | 21.6 | 15.7 | 13.8 | 77,723 | 11,055 | 17,881 | | 8,664 | 9,083 | 1,207 |
| Woodbridge Township | 95.6 | .0389 | 34.7 | 11.5 | 17.7 | 21.4 | 28.0 | 33.4 | 1,108,863 | 216,434 | 76,639 | 253,126 | 81,964 | 123,610 | 22,276 |
| **Somerset** | **220.5** | **.0898** | **35.0** | **9.3** | **16.8** | **24.3** | **25.7** | **78.5** | **2,065,041** | **441,024** | **156,524** | **182,577** | **137,459** | **590,980** | **46,881** |
| SUBURBAN TOTAL | 881.8 | .3591 | 33.9 | 10.5 | 17.5 | 23.0 | 25.1 | 311.1 | 7,046,998 | 1,583,558 | 521,434 | 778,992 | 615,595 | 1,362,219 | 190,458 |
| **MONMOUTH - OCEAN** | **970.5** | **.3951** | **35.8** | **8.3** | **15.7** | **20.1** | **31.3** | **367.0** | **7,014,500** | **1,605,158** | **581,886** | **664,534** | **351,263** | **1,940,137** | **201,174** |
| **Monmouth** | **555.5** | **.2262** | **34.6** | **9.0** | **16.1** | **22.1** | **27.2** | **201.1** | **4,036,471** | **927,270** | **367,605** | **407,902** | **223,205** | **1,043,985** | **110,737** |
| Middletown Township | 71.3 | .0290 | 33.8 | 8.8 | 15.4 | 23.8 | 24.4 | 23.0 | 282,325 | 96,414 | 19,997 | 35,491 | 21,660 | 33,139 | 14,465 |
| **Ocean** | **415.0** | **.1689** | **37.9** | **7.4** | **15.2** | **17.2** | **36.6** | **165.9** | **2,978,029** | **677,888** | **214,281** | **256,632** | **128,058** | **896,152** | **90,437** |
| Brick Township | 64.4 | .0262 | 34.2 | 8.2 | 17.5 | 19.4 | 29.3 | 24.5 | 398,764 | 123,535 | 17,950 | 44,159 | 32,260 | 85,183 | 8,189 |
| Dover Township | 75.8 | .0309 | 35.6 | 7.8 | 15.2 | 21.4 | 29.6 | 28.3 | 932,929 | 157,500 | 43,055 | 147,795 | 44,986 | 335,377 | 20,206 |
| SUBURBAN TOTAL | 970.5 | .3951 | 35.8 | 8.3 | 15.7 | 20.1 | 31.3 | 367.0 | 7,014,500 | 1,605,158 | 581,886 | 664,534 | 351,263 | 1,940,137 | 201,174 |
| **NEWARK** | **1,902.4** | **.7745** | **34.5** | **9.5** | **16.8** | **21.7** | **27.3** | **689.9** | **12,329,603** | **2,852,198** | **1,039,181** | **1,019,841** | **900,876** | **2,770,994** | **398,800** |
| **Essex** | **841.7** | **.3427** | **33.9** | **9.9** | **16.3** | **20.6** | **27.7** | **309.5** | **5,107,705** | **1,192,731** | **446,577** | **494,564** | **400,812** | **920,817** | **190,788** |
| Bloomfield Township | 47.6 | .0194 | 38.5 | 9.6 | 17.4 | 18.6 | 36.1 | 19.3 | 344,594 | 85,615 | 23,085 | 3,549 | 12,133 | 92,755 | 18,900 |
| East Orange | 78.4 | .0319 | 32.0 | 10.5 | 19.1 | 20.7 | 23.5 | 30.3 | 209,858 | 85,508 | 18,934 | 2,427 | 5,684 | 25,599 | 9,692 |
| Irvington Township | 62.6 | .0255 | 34.4 | 9.3 | 19.0 | 18.6 | 30.2 | 26.2 | 246,542 | 57,325 | 17,578 | 4,684 | 15,313 | 58,951 | 14,256 |
| ● Newark | 319.6 | .1301 | 30.0 | 10.8 | 16.0 | 20.0 | 22.0 | 112.1 | 1,058,359 | 200,761 | 144,819 | 116,106 | 108,132 | 82,153 | 55,760 |
| **Morris** | **427.1** | **.1739** | **34.0** | **9.2** | **17.2** | **24.7** | **23.5** | **148.0** | **3,428,230** | **832,864** | **271,067** | **391,874** | **236,578** | **761,575** | **80,965** |
| Parsippany - Troy Hills Township | 50.7 | .0206 | 32.7 | 10.0 | 21.9 | 24.8 | 20.0 | 19.0 | 324,383 | 103,639 | 32,492 | 27,246 | 25,445 | 62,414 | 7,826 |
| **Sussex** | **130.8** | **.0532** | **31.6** | **7.6** | **20.4** | **22.7** | **20.4** | **44.6** | **585,602** | **164,561** | **41,386** | **26,340** | **19,625** | **155,026** | **16,811** |
| **Union** | **502.8** | **.2047** | **36.9** | **9.5** | **15.6** | **20.9** | **32.0** | **187.8** | **3,208,066** | **662,042** | **280,151** | **107,063** | **243,861** | **933,576** | **110,236** |
| ● Elizabeth | 107.1 | .0436 | 34.7 | 10.6 | 16.6 | 19.8 | 29.8 | 41.4 | 519,040 | 122,069 | 43,870 | 9,800 | 36,779 | 125,230 | 21,359 |
| Plainfield | 46.8 | .0191 | 31.9 | 10.2 | 18.1 | 20.7 | 23.6 | 16.7 | 203,682 | 25,561 | 13,407 | 13,568 | 12,414 | 62,241 | 11,417 |
| Union Township | 50.7 | .0206 | 43.0 | 9.7 | 13.4 | 18.7 | 41.4 | 19.5 | 549,418 | 99,014 | 41,187 | 6,189 | 72,501 | 150,906 | 15,739 |
| SUBURBAN TOTAL | 1,475.7 | .6008 | 35.4 | 9.1 | 16.8 | 22.3 | 28.3 | 536.4 | 10,752,204 | 2,529,368 | 850,492 | 893,935 | 755,965 | 2,563,611 | 321,681 |

#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the State, combined.





For more information about The Star-Ledger's selling power, contact Fredric Marks, National Advertising Manager, (201) 877-5864.

The Star-Ledger

The Newspaper for New Jersey

Star-Ledger Plaza, Newark, N.J. 07101

*Represented Nationally by Newhouse Newspapers*

Source: ABC FasFax 3.31.88

## METRO & COUNTY TOTALS

| N.J. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| **TRENTON** | **323.6** | **.1317** | **34.1** | **11.7** | **16.9** | **20.4** | **28.1** | **117.1** | **2,389,082** | **529,141** | **200,621** | **322,985** | **141,314** | **435,061** | **82,978** |
| Mercer | 323.6 | .1317 | 34.1 | 11.7 | 16.9 | 20.4 | 28.1 | 117.1 | 2,389,082 | 529,141 | 200,621 | 322,985 | 141,314 | 435,061 | 82,978 |
| Hamilton Township | 87.4 | .0356 | 35.9 | 9.6 | 17.2 | 21.0 | 30.3 | 32.6 | 619,110 | 221,821 | 45,147 | 49,406 | 18,941 | 135,625 | 23,903 |
| • Trenton | 93.1 | .0379 | 32.4 | 10.8 | 17.2 | 17.0 | 28.6 | 34.6 | 370,490 | 38,602 | 50,357 | 26,514 | 47,273 | 16,603 | 15,534 |
| SUBURBAN TOTAL | 230.5 | .0938 | 34.8 | 12.1 | 16.7 | 21.8 | 27.9 | 82.5 | 2,018,592 | 490,539 | 150,264 | 296,471 | 94,041 | 418,458 | 67,444 |
| **VINELAND - MILLVILLE - BRIDGETON** | **139.3** | **.0567** | **33.1** | **9.4** | **16.3** | **19.6** | **27.3** | **48.4** | **809,731** | **217,536** | **46,237** | **77,973** | **34,012** | **195,911** | **30,794** |
| Cumberland | 139.3 | .0567 | 33.1 | 9.4 | 16.3 | 19.6 | 27.3 | 48.4 | 809,731 | 217,536 | 46,237 | 77,973 | 34,012 | 195,911 | 30,794 |
| • Bridgeton | 19.3 | .0079 | 32.2 | 10.4 | 14.9 | 16.0 | 29.8 | 7.0 | 151,352 | 28,840 | 11,588 | 2,477 | 3,337 | 41,723 | 9,623 |
| • Millville | 26.2 | .0107 | 32.8 | 9.7 | 17.2 | 19.2 | 27.9 | 10.1 | 143,784 | 32,927 | 6,586 | 1,528 | 4,512 | 65,419 | 3,891 |
| • Vineland | 55.2 | .0225 | 33.1 | 9.4 | 16.3 | 20.1 | 26.9 | 18.7 | 447,403 | 125,147 | 25,203 | 69,832 | 22,093 | 79,248 | 15,670 |
| SUBURBAN TOTAL | 38.6 | .0156 | 33.7 | 8.8 | 16.0 | 21.1 | 26.8 | 12.6 | 67,192 | 30,622 | 2,860 | 4,136 | 4,070 | 9,521 | 1,610 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| ☐ Burlington | 395.8 | .1611 | 31.6 | 11.5 | 17.9 | 22.0 | 21.9 | 133.9 | 2,407,468 | 425,623 | 211,126 | 317,066 | 115,645 | 772,838 | 58,679 |
| ☐ Camden | 495.6 | .2018 | 32.9 | 10.0 | 17.2 | 19.9 | 26.5 | 180.7 | 3,339,955 | 651,585 | 277,032 | 370,605 | 210,982 | 775,648 | 125,970 |
| • Camden | 83.5 | .0340 | 28.1 | 11.0 | 15.0 | 16.1 | 23.5 | 29.3 | 214,409 | 53,473 | 26,072 | 8,226 | 6,144 | 8,313 | 21,488 |
| Cherry Hill Township | 71.9 | .0293 | 36.5 | 8.3 | 13.3 | 26.2 | 26.6 | 24.3 | 960,736 | 100,706 | 67,408 | 150,779 | 71,453 | 311,528 | 23,559 |
| Gloucester Township | 50.6 | .0206 | 30.3 | 10.4 | 22.0 | 20.7 | 18.9 | 17.8 | 125,737 | 49,563 | 10,353 | 7,136 | 2,406 | 6,319 | 4,533 |
| ☐ Gloucester | 217.6 | .0886 | 31.5 | 11.0 | 17.7 | 20.4 | 23.4 | 75.1 | 1,401,889 | 322,867 | 74,045 | 232,028 | 41,889 | 353,990 | 40,003 |
| ☐ Salem | 68.1 | .0277 | 33.7 | 9.1 | 16.1 | 19.9 | 28.0 | 24.7 | 250,304 | 52,004 | 19,070 | 12,513 | 14,278 | 69,604 | 10,641 |
| ☐ Warren | 89.6 | .0365 | 34.2 | 9.2 | 16.9 | 20.7 | 27.9 | 32.8 | 592,485 | 134,524 | 35,798 | 28,825 | 15,712 | 149,296 | 19,346 |
| TOTAL METRO COUNTIES | 7,728.6 | 3.1465 | 34.5 | 9.9 | 16.7 | 21.0 | 28.1 | 2,828.6 | 54,843,979 | 12,012,412 | 4,517,623 | 5,495,599 | 3,601,305 | 12,305,718 | 1,711,258 |
| TOTAL STATE | 7,728.6 | 3.1465 | 34.5 | 9.9 | 16.7 | 21.0 | 28.1 | 2,828.6 | 54,843,979 | 12,012,412 | 4,517,623 | 5,495,599 | 3,601,305 | 12,305,718 | 1,711,258 |

Only The Times delivers the East's hottest new market.

The East's hottest market: Greater Trenton, including the affluent, influential, prime buying audience of Princeton along the dynamic Route 1 corridor.

There's only one way to reach it: with The Times—the newspaper as hot as the market it serves.

The Times

500 Perry Street, P.O. Box 847, Trenton, New Jersey [illegible]
A Newhouse Newspaper

For more information call: 1-609-396-3232

Jack Dempsey, National Advertising Manager

David H. Myers, Co-op Advertising Manager

Represented nationally by
NEWHOUSE NEWSPAPERS—METRO SUBURBIA
485 Lexington Avenue, New York, NY 10017
(212) 697-8020
Atlanta (404) 955-2335 Chicago (312) 641-6242
Detroit (313) 540-5606 Los Angeles (213) 205-7647
San Francisco (415) 362-3367

One Rate.
No Debate.

New Jersey's one-two combination—The Record and The News Tribune—guarantees one low rate for all advertisers whether national, retail, or co-op. This means you're able to reach the only two markets in New Jersey with median household EBI's in the nation's top 10, for just the agency commission over local rates. Connect with affluent readers in the Bergen/Passaic and Middlesex markets through The Record and The News Tribune.

They're the best media bargains around.

The Record
150 River Street, Hackensack, N.J. 07601-7172
John Kimball, VP Advertising
201-646-4260

THE NEWS Tribune
One Hoover Way, Woodbridge, N.J. 07095-9990
Jonathan Theophilakos, Advertising Director
201-442-0400

Macromedia Incorporated newspapers • National Representative: Sawyer-Ferguson-Walker Co. • Source: ©S&MM Survey of Buying Power, 1987

**N.J.**

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ATLANTIC CITY** | **3,995,666** | **22,978** | **24.8** | **26.2** | **15.5** | **14.7** | **.1380** |
| Atlantic | 2,701,244 | 23,548 | 23.7 | 25.7 | 16.5 | 14.9 | .0934 |
| • Atlantic City | 386,645 | 14,986 | 28.2 | 20.7 | 9.6 | 7.4 | .0176 |
| Cape May | 1,294,422 | 22,093 | 27.2 | 27.0 | 13.6 | 14.2 | .0446 |
| SUBURBAN TOTAL | 3,609,021 | 24,412 | 24.4 | 26.9 | 16.4 | 15.8 | .1204 |
| **BERGEN - PASSAIC** | **24,463,152** | **38,147** | **14.2** | **20.7** | **18.9** | **35.5** | **.7058** |
| Bergen | 17,689,159 | 42,604 | 12.4 | 19.3 | 19.1 | 41.1 | .4992 |
| Passaic | 6,773,993 | 30,573 | 17.7 | 23.2 | 15.5 | 24.9 | .2066 |
| Clifton | 1,381,003 | 34,170 | 16.8 | 23.2 | 20.2 | 28.5 | .0396 |
| Passaic | 652,854 | 21,023 | 23.0 | 23.9 | 14.4 | 13.7 | .0192 |
| • Paterson | 1,452,379 | 20,761 | 23.6 | 24.8 | 13.9 | 12.8 | .0440 |
| Wayne Township | 976,496 | 48,924 | 8.2 | 17.7 | 20.8 | 48.2 | .0381 |
| SUBURBAN TOTAL | 23,010,773 | 40,356 | 13.2 | 20.3 | 19.4 | 38.1 | .6618 |
| **JERSEY CITY** | **6,882,500** | **23,187** | **21.7** | **24.9** | **15.6** | **15.5** | **.2099** |
| Hudson | 6,882,500 | 23,187 | 21.7 | 24.9 | 15.6 | 15.5 | .2099 |
| Bayonne | 943,078 | 27,635 | 19.6 | 24.6 | 17.9 | 20.6 | .0261 |
| • Hoboken | 448,313 | 19,479 | 24.6 | 24.3 | 12.7 | 11.8 | .0135 |
| • Jersey City | 2,440,047 | 20,919 | 23.7 | 24.5 | 13.8 | 13.4 | .0772 |
| North Bergen Township | [illegible]18,909 | 27,105 | 18.4 | 25.0 | 18.6 | 18.3 | .0199 |
| Union City | 615,281 | 20,314 | 25.3 | 25.5 | 14.1 | 11.0 | .0203 |
| SUBURBAN TOTAL | 3,994,140 | 25,552 | 19.9 | 25.2 | 17.3 | 17.6 | .1192 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **17,687,470** | **41,378** | **11.9** | **20.6** | **21.2** | **38.3** | **.5007** |
| Hunterdon | 1,854,235 | 42,701 | 11.2 | 20.3 | 21.0 | 40.4 | .0502 |
| Middlesex | 11,261,527 | 39,844 | 12.5 | 21.2 | 21.7 | 35.8 | .3211 |
| Edison Township | 1,587,546 | 43,686 | 9.2 | 21.9 | 22.6 | 40.8 | .0463 |
| • New Brunswick | 525,877 | 23,638 | 23.5 | 24.7 | 15.2 | 17.0 | .0169 |
| Old Bridge Township | 972,180 | 41,340 | 11.1 | 21.4 | 23.9 | 36.7 | .0228 |
| • Perth Amboy | 503,310 | 25,033 | 20.2 | 23.6 | 17.3 | 18.1 | .0153 |
| Piscataway Township | 739,363 | 43,111 | 10.4 | 20.7 | 24.6 | 38.8 | .0166 |
| Woodbridge Township | 1,699,025 | 42,207 | 11.3 | 20.2 | 23.3 | 38.4 | .0558 |
| Somerset | 4,571,708 | 45,947 | 10.4 | 18.9 | 19.6 | 44.8 | .1294 |
| SUBURBAN TOTAL | 16,658,283 | 42,930 | 11.0 | 20.2 | 21.6 | 40.3 | .4685 |
| **MONMOUTH - OCEAN** | **16,620,174** | **33,725** | **17.8** | **23.1** | **18.7** | **29.4** | **.4749** |
| Monmouth | 10,033,681 | 37,328 | 15.1 | 20.9 | 18.4 | 34.9 | .2804 |
| Middletown Township | 1,370,869 | 47,762 | 9.4 | 16.7 | 19.9 | 46.7 | .0327 |
| Ocean | 6,586,493 | 29,848 | 21.1 | 25.5 | 19.2 | 22.8 | .1945 |
| Brick Township | 1,046,616 | 34,645 | 17.1 | 24.3 | 22.8 | 26.6 | .0293 |
| Dover Township | 1,234,418 | 33,[illegible]6 | 18.9 | 23.4 | 20.0 | 27.5 | .0436 |
| SUBURBAN TOTAL | 16,620,174 | 33,725 | 17.8 | 23.1 | 18.7 | 29.4 | .4749 |
| **NEWARK** | **32,697,510** | **35,056** | **15.1** | **21.2** | **18.0** | **32.2** | **.9046** |
| Essex | 12,728,353 | 27,617 | 18.3 | 22.0 | 15.0 | 25.1 | .3665 |

The Trentonian

The best buy in Trenton!
(it's more cost efficient)
Call Jim Keller (Trenton) 609-989-7800

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Reach the Greenest Coverage in the Garden State in the Daily Record.

Daily Record
Morris East

$ Morris County's $60,704 is the highest EBI per household in New Jersey
(Source: 1988 SM&M Survey of Buying Power)

$ Morris County is currently #5 in U.S. EBI per household
(Source: 1988 SM&M Survey of Buying Power)

$ Morris County is #2 in household income in the New York ADI
(Source: 1988 SM&M Survey of Buying Power)

$ 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

For the Greenest Coverage in the Garden State

The Daily Record A Colorful Part of Your Life

629 Parsippany Road P.O. Box 217 Parsippany, NJ 07054 201-428-6200

## N.J. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Bloomfield Township | 842,134 | 34,605 | 16.5 | 24.1 | 19.8 | 29.6 | .0237 |
| East Orange | 1,013,444 | 23,522 | 21.8 | 24.8 | 14.6 | 17.7 | .0263 |
| Irvington Township | 813,770 | 25,225 | 19.7 | 26.7 | 16.7 | 17.4 | .0235 |
| • Newark | 2,056,294 | 18,013 | 23.2 | 21.8 | 12.2 | 11.8 | .0943 |
| Morris | 8,984,229 | 48,336 | 9.2 | 18.1 | 20.2 | 47.5 | .2414 |
| Parsippany | | | | | | | |
| Troy Hills Township | 1,059,079 | 45,210 | 9.0 | 21.6 | 22.6 | 42.6 | .0270 |
| Sussex | 2,202,479 | 39,873 | 11.9 | 22.6 | 23.6 | 34.7 | .0563 |
| Union | 8,782,449 | 35,464 | 15.3 | 22.3 | 19.3 | 31.4 | .2404 |
| • Elizabeth | 1,421,303 | 25,125 | 20.8 | 26.4 | 17.3 | 16.3 | .0410 |
| Plainfield | 661,821 | 30,144 | 18.0 | 24.5 | 18.5 | 24.0 | .0181 |
| Union Township | 887,601 | 36,735 | 15.5 | 22.3 | 20.3 | 32.0 | .0287 |
| SUBURBAN TOTAL | 28,219,913 | 40,095 | 13.0 | 20.7 | 19.1 | 37.7 | .7693 |
| **TRENTON** | **5,751,022** | **36,457** | **15.4** | **21.1** | **18.3** | **33.7** | **.1626** |
| Mercer | 5,751,022 | 36,457 | 15.4 | 21.1 | 18.3 | 33.7 | .1626 |
| Hamilton Township | 1,541,882 | 39,263 | 13.2 | 22.0 | 22.2 | 34.7 | .0432 |
| • Trenton | 1,159,135 | 23,481 | 22.5 | 24.1 | 15.4 | 16.8 | .0329 |
| SUBURBAN TOTAL | 4,591,887 | 42,367 | 12.5 | 19.8 | 19.6 | 40.6 | .1297 |
| **VINELAND - MILLVILLE - BRIDGETON** | **1,690,423** | **25,871** | **21.3** | **27.7** | **17.3** | **17.0** | **.0534** |
| Cumberland | 1,690,423 | 25,871 | 21.3 | 27.7 | 17.3 | 17.0 | .0534 |
| • Bridgeton | 201,824 | 20,812 | 23.4 | 28.7 | 12.1 | 11.3 | .0077 |
| • Millville | 354,288 | 27,562 | 19.8 | 28.6 | 18.8 | 16.8 | .0105 |
| • Vineland | 686,122 | 26,879 | 21.4 | 27.3 | 17.9 | 18.6 | .0239 |
| SUBURBAN TOTAL | 448,189 | 26,543 | 21.1 | 27.4 | 18.0 | 17.8 | .0113 |
| **OTHER COUNTIES** | | | | | | | |
| ☐ Burlington | 6,324,618 | 36,616 | 14.9 | 24.2 | 21.7 | 31.0 | .1777 |
| ☐ Camden | 7,161,586 | 29,888 | 18.4 | 24.5 | 18.4 | 23.7 | .2171 |
| • Camden | 675,951 | 15,736 | 27.2 | 22.0 | 10.7 | 6.7 | .0215 |
| Cherry Hill Township | 1,413,264 | 47,949 | 10.3 | 16.8 | 19.8 | 46.7 | .0466 |
| Gloucester Township | 742,118 | 34,081 | 15.4 | 26.9 | 22.9 | 25.4 | .0182 |
| ☐ Gloucester | 2,892,859 | 31,687 | 17.7 | 26.4 | 23.1 | 20.6 | .0900 |
| ☐ Salem | 1,082,457 | 35,727 | 16.6 | 20.5 | 21.7 | 29.3 | .0273 |
| ☐ Warren | 1,261,043 | 30,183 | 18.7 | 28.2 | 20.8 | 20.2 | .0385 |
| **TOTAL METRO COUNTIES** | **128,510,480** | **34,021** | **16.3** | **22.4** | **18.7** | **29.9** | **3.7005** |
| **TOTAL STATE** | **128,510,480** | **34,021** | **16.3** | **22.4** | **18.7** | **29.9** | **3.7005** |

# New Mexico

S&MM ESTIMATES

### POPULATION—12/31/87

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALBUQUERQUE** | **486.5** | **.1981** | **30.6** | **12.3** | **20.1** | **20.2** | **20.9** | **186.7** | **3,040,143** | **642,379** | **345,558** | **370,593** | **181,044** | **691,213** | **90,003** |
| Bernalillo | 486.5 | .1981 | 30.6 | 12.3 | 20.1 | 20.2 | 20.9 | 186.7 | 3,040,143 | 642,379 | 345,558 | 370,593 | 181,044 | 691,213 | 90,003 |
| • Albuquerque | 373.0 | .1519 | 30.9 | 12.4 | 20.4 | 20.1 | 21.7 | 148.5 | 2,820,787 | 549,715 | 318,089 | 364,088 | 173,476 | 676,721 | 79,442 |
| SUBURBAN TOTAL | 113.5 | .0462 | 29.3 | 12.0 | 18.4 | 20.8 | 18.7 | 38.2 | 219,356 | 92,664 | 27,469 | 6,505 | 7,568 | 14,492 | 10,561 |
| **LAS CRUCES** | **126.0** | **.0513** | **27.8** | **15.2** | **16.9** | **18.6** | **19.2** | **43.2** | **601,099** | **112,315** | **57,580** | **81,642** | **25,660** | **130,642** | **19,276** |
| Dona Ana | 126.0 | .0513 | 27.8 | 15.2 | 16.9 | 18.6 | 19.2 | 43.2 | 601,099 | 112,315 | 57,580 | 81,642 | 25,660 | 130,642 | 19,276 |
| • Las Cruces | 56.8 | .0231 | 30.0 | 14.3 | 17.1 | 18.8 | 22.6 | 22.1 | 526,550 | 102,395 | 47,710 | 78,678 | 24,137 | 126,533 | 17,739 |
| SUBURBAN TOTAL | 69.2 | .0282 | 26.0 | 15.9 | 16.9 | 18.4 | 16.4 | 21.1 | 74,549 | 9,920 | 9,870 | 2,964 | 1,523 | 4,109 | 1,537 |
| **SANTA FE** | **109.6** | **.0447** | **31.9** | **8.9** | **19.8** | **22.8** | **21.1** | **41.9** | **721,353** | **144,589** | **75,858** | **59,784** | **35,280** | **156,767** | **36,616** |
| Los Alamos | 19.5 | .0080 | 35.2 | 5.7 | 15.9 | 30.2 | 20.3 | 7.4 | 63,349 | 19,154 | 6,177 | 6,048 | 1,280 | 2,389 | 1,795 |
| Santa Fe | 90.1 | .0367 | 31.4 | 9.6 | 20.7 | 21.2 | 21.2 | 34.5 | 658,004 | 125,435 | 69,681 | 53,736 | 34,000 | 154,378 | 34,821 |
| • Santa Fe | 57.6 | .0235 | 32.3 | 9.6 | 19.8 | 21.4 | 23.3 | 23.2 | 619,844 | 120,526 | 63,474 | 53,125 | 32,382 | 147,123 | 31,533 |
| SUBURBAN TOTAL | 52.0 | .0212 | 31.5 | 8.2 | 19.7 | 24.4 | 18.7 | 18.7 | 101,509 | 24,063 | 12,384 | 6,659 | 2,898 | 9,644 | 5,083 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Catron | 2.8 | .0011 | 33.5 | 8.0 | 15.9 | 19.5 | 28.1 | .9 | 5,402 | 1,297 | 531 | | 252 | 426 | |
| Chaves | 57.2 | .0233 | 33.4 | 10.1 | 14.6 | 17.8 | 29.9 | 21.4 | 450,506 | 102,577 | 38,717 | 35,508 | 22,086 | 96,456 | 8,363 |
| Cibola | 31.9 | .0130 | 30.6 | 9.0 | 17.2 | 21.1 | 21.4 | 10.2 | 93,144 | 30,604 | 9,835 | 13,457 | 3,887 | 13,222 | 3,550 |
| Colfax | 14.0 | .0057 | 32.3 | 9.1 | 15.6 | 17.9 | 28.0 | 5.2 | 88,061 | 18,815 | 9,916 | 7,350 | 1,460 | 13,666 | 2,746 |
| Curry | 43.8 | .0178 | 29.0 | 12.9 | 17.2 | 18.6 | 21.1 | 16.1 | 273,747 | 48,664 | 22,526 | 30,242 | 16,320 | 78,352 | 7,246 |
| De Baca | 2.4 | .0010 | 41.8 | 6.5 | 12.5 | 19.1 | 39.9 | 1.1 | 10,225 | 4,791 | 1,200 | | 234 | 1,212 | 528 |
| Eddy | 53.8 | .0219 | 32.0 | 9.8 | 15.7 | 17.8 | 27.6 | 19.1 | 411,227 | 100,306 | 22,327 | 43,846 | 17,778 | 102,825 | 10,583 |
| Grant | 27.3 | .0111 | 30.8 | 9.6 | 16.1 | 18.7 | 24.6 | 9.4 | 104,050 | 32,659 | 7,118 | 7,842 | 3,140 | 24,039 | 4,410 |
| Guadalupe | 4.4 | .0018 | 30.8 | 10.0 | 14.3 | 18.9 | 25.1 | 1.5 | 50,569 | 7,039 | 6,856 | 1,348 | 447 | 2,010 | 420 |
| Harding | 1.0 | .0004 | 37.5 | 7.6 | 15.4 | 14.6 | 37.4 | .4 | 3,842 | 425 | 163 | 182 | 98 | 2,158 | |
| Hidalgo | 6.1 | .0025 | 28.9 | 9.3 | 16.6 | 17.4 | 22.4 | 2.0 | 31,713 | 8,520 | 2,008 | 457 | 52 | 4,318 | 99 |
| Lea | 64.7 | .0263 | 29.4 | 10.9 | 16.8 | 19.0 | 21.5 | 22.8 | 478,462 | 116,879 | 39,214 | 28,376 | 19,468 | 115,429 | 11,649 |
| Lincoln | 14.8 | .0060 | 34.2 | 7.7 | 17.9 | 20.1 | 28.5 | 5.9 | 129,763 | 32,676 | 14,920 | 12,364 | 3,164 | 22,011 | 514 |
| Luna | 17.5 | .0071 | 36.7 | 7.8 | 12.0 | 17.0 | 35.1 | 6.4 | 78,011 | 25,023 | 3,661 | 7,324 | 824 | 14,340 | 2,322 |
| McKinley | 71.6 | .0292 | 24.4 | 11.8 | 17.5 | 17.9 | 13.7 | 20.1 | 350,823 | 88,125 | 36,674 | 45,395 | 13,361 | 49,064 | 7,396 |
| Mora | 4.8 | .0019 | 32.5 | 9.0 | 14.1 | 16.3 | 30.2 | 1.5 | 6,998 | 1,843 | 268 | 1,444 | 783 | 276 | |
| Otero | 50.6 | .0206 | 28.3 | 13.8 | 18.4 | 20.1 | 17.5 | 17.4 | 247,785 | 42,578 | 21,436 | 17,721 | 14,761 | 81,125 | 6,175 |
| Quay | 11.5 | .0047 | 35.3 | 7.7 | 14.0 | 18.7 | 31.7 | 4.5 | 86,636 | 21,646 | 14,247 | 11,635 | 1,692 | 15,189 | 1,896 |
| Rio Arriba | 33.5 | .0136 | 28.5 | 10.6 | 16.6 | 18.7 | 20.5 | 10.9 | 85,425 | 26,123 | 8,225 | 8,608 | 1,410 | 14,303 | 818 |
| Roosevelt | 16.3 | .0067 | 30.2 | 17.6 | 14.4 | 16.5 | 26.6 | 6.2 | 85,510 | 18,715 | 11,027 | 4,856 | 1,625 | 29,850 | 4,280 |
| Sandoval | 49.1 | .0200 | 30.6 | 9.2 | 17.3 | 18.8 | 23.6 | 15.5 | 67,312 | 26,518 | 7,384 | 9,286 | 995 | 2,401 | 856 |
| San Juan | 98.9 | .0402 | 26.8 | 11.8 | 18.2 | 19.0 | 16.1 | 32.2 | 547,844 | 127,670 | 46,312 | 52,374 | 18,852 | 137,110 | 11,323 |
| San Miguel | 25.3 | .0103 | 30.3 | 12.1 | 16.4 | 17.8 | 24.4 | 8.6 | 93,182 | 26,305 | 8,828 | 11,614 | 2,072 | 13,496 | 2,823 |
| Sierra | 9.5 | .0039 | 50.7 | 5.5 | 8.6 | 15.6 | 50.8 | 4.2 | 38,778 | 10,949 | 8,031 | 4,453 | 309 | 5,523 | 1,866 |
| Socorro | 14.1 | .0057 | 28.1 | 13.9 | 16.5 | 17.6 | 20.9 | 4.6 | 55,841 | 15,774 | 5,402 | 5,361 | 663 | 18,300 | 713 |
| Taos | 21.1 | .0086 | 30.6 | 8.7 | 18.3 | 20.5 | 21.4 | 7.4 | 125,713 | 34,715 | 19,378 | 10,423 | 1,899 | 16,489 | 2,863 |
| Torrance | 9.4 | .0038 | 32.4 | 8.1 | 16.1 | 18.8 | 27.0 | 3.3 | 32,345 | 5,287 | 2,049 | 572 | 197 | 11,532 | 668 |
| Union | 5.0 | .0021 | 36.9 | 7.3 | 13.0 | 19.3 | 33.4 | 1.9 | 18,894 | 4,068 | 2,887 | 1,531 | 980 | 1,888 | 302 |
| Valencia | 40.5 | .0165 | 28.2 | 10.9 | 17.5 | 19.5 | 18.7 | 14.2 | 146,357 | 55,973 | 6,770 | 13,091 | 2,133 | 44,499 | 3,354 |
| **TOTAL METRO COUNTIES** | **722.1** | **.2941** | **30.4** | **12.3** | **19.4** | **20.4** | **20.6** | **271.8** | **4,362,595** | **899,283** | **478,996** | **512,019** | **241,984** | **978,622** | **145,895** |
| **TOTAL STATE** | **1,525.0** | **.6209** | **30.0** | **11.5** | **18.0** | **19.3** | **21.5** | **546.7** | **8,560,760** | **1,935,847** | **856,906** | **898,679** | **392,926** | **1,910,131** | **243,658** |

## N.M. EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 A | (B) $20,000-$34,999 B | (C) $35,000-$49,999 C | (D) $50,000 & Over D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ALBUQUERQUE** | **5,551,585** | **22,203** | **25.8** | **27.0** | **15.3** | **12.5** | **.1854** |
| Bernalillo | 5,551,585 | 22,203 | 25.8 | 27.0 | 15.3 | 12.5 | .1854 |
| • Albuquerque | 4,435,101 | 22,619 | 25.3 | 27.3 | 15.6 | 12.7 | .1544 |
| SUBURBAN TOTAL | 1,116,484 | 20,747 | 27.9 | 26.5 | 13.8 | 11.5 | .0310 |
| **LAS CRUCES** | **1,083,401** | **17,214** | **28.7** | **24.4** | **9.8** | **9.2** | **.0388** |
| Dona Ana | 1,083,401 | 17,214 | 28.7 | 24.4 | 9.8 | 9.2 | .0388 |
| • Las Cruces | 564,987 | 18,568 | 25.7 | 25.6 | 11.6 | 9.9 | .0237 |
| SUBURBAN TOTAL | 518,414 | 16,005 | 31.9 | 23.3 | 7.8 | 8.5 | .0151 |
| **SANTA FE** | **1,529,300** | **27,778** | **20.6** | **25.3** | **17.6** | **21.0** | **.0466** |
| Los Alamos | 391,494 | 47,034 | 8.1 | 17.9 | 24.1 | 45.2 | .0089 |
| Santa Fe | 1,137,806 | 24,271 | 23.3 | 26.8 | 16.3 | 15.8 | .0377 |
| • Santa Fe | 770,611 | 24,511 | 23.3 | 25.4 | 16.9 | 16.6 | .0288 |
| SUBURBAN TOTAL | 758,689 | 31,927 | 17.3 | 25.1 | 18.6 | 26.5 | .0178 |
| **OTHER COUNTIES** | | | | | | | |
| Catron | 17,909 | 14,194 | 32.0 | 22.6 | 8.2 | 2.8 | .0006 |
| Chaves | 585,598 | 19,139 | 28.7 | 25.5 | 12.5 | 10.0 | .0225 |
| Cibola | 292,665 | 23,592 | 21.9 | 29.7 | 17.9 | 10.5 | .0090 |
| Colfax | 118,314 | 16,904 | 28.1 | 26.5 | 10.4 | 5.8 | .0046 |
| Curry | 407,284 | 17,787 | 31.6 | 25.8 | 10.4 | 7.6 | .0153 |
| De Baca | 21,852 | 13,674 | 32.9 | 19.7 | 6.6 | 5.3 | .0007 |
| Eddy | 514,651 | 20,798 | 26.1 | 30.1 | 12.9 | 8.9 | .0205 |
| Grant | 281,903 | 24,856 | 19.9 | 27.4 | 20.3 | 11.2 | .0086 |

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 A | (B) $20,000-$34,999 B | (C) $35,000-$49,999 C | (D) $50,000 & Over D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Guadalupe | 24,596 | 11,808 | 31.7 | 17.5 | 3.9 | 3.4 | .0018 |
| Harding | 6,630 | 12,222 | 37.2 | 14.0 | 4.5 | 4.0 | .0003 |
| Hidalgo | 40,703 | 15,158 | 29.1 | 29.4 | 8.2 | 1.8 | .0017 |
| Lea | 738,798 | 26,931 | 19.4 | 30.7 | 19.1 | 13.6 | .0260 |
| Lincoln | 157,944 | 19,134 | 27.1 | 27.3 | 14.0 | 10.0 | .0062 |
| Luna | 121,156 | 12,878 | 31.2 | 19.4 | 6.8 | 4.4 | .0049 |
| McKinley | 362,307 | 12,977 | 25.7 | 22.2 | 7.4 | 3.6 | .0184 |
| Mora | 23,971 | 11,000 | 27.3 | 20.8 | 4.4 | 1.3 | .0008 |
| Otero | 496,144 | 21,230 | 30.0 | 28.8 | 14.5 | 10.0 | .0167 |
| Quay | 112,198 | 18,598 | 26.1 | 25.2 | 11.1 | 9.9 | .0043 |
| Rio Arriba | 196,737 | 13,614 | 29.6 | 22.9 | 6.9 | 2.5 | .0075 |
| Roosevelt | 131,103 | 13,594 | 26.6 | 20.2 | 8.7 | 6.1 | .0050 |
| Sandoval | 471,944 | 23,515 | 24.8 | 29.2 | 16.5 | 12.9 | .0127 |
| San Juan | 889,570 | 22,525 | 21.1 | 28.9 | 16.0 | 10.3 | .0326 |
| San Miguel | 158,684 | 12,928 | 30.9 | 19.6 | 7.2 | 3.2 | .0064 |
| Sierra | 76,271 | 13,071 | 31.8 | 19.0 | 6.1 | 4.1 | .0028 |
| Socorro | 89,265 | 13,828 | 34.1 | 19.8 | 7.4 | 3.5 | .0036 |
| Taos | 158,306 | 15,177 | 30.1 | 22.5 | 8.2 | 6.0 | .0067 |
| Torrance | 63,409 | 14,293 | 35.0 | 18.7 | 7.5 | 4.2 | .0024 |
| Union | 44,171 | 15,000 | 29.3 | 21.9 | 6.7 | 8.5 | .0014 |
| Valencia | 372,827 | 20,081 | 27.8 | 27.0 | 14.7 | 8.5 | .0120 |
| **TOTAL METRO COUNTIES** | **8,164,286** | **22,065** | **25.4** | **26.5** | **14.8** | **13.3** | **.2708** |
| **TOTAL STATE** | **15,141,196** | **20,382** | **25.9** | **26.3** | **13.7** | **10.8** | **.5268** |

# New York

S&MM ESTIMATES

## POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **ALBANY - SCHENECTADY - TROY** | **853.8** | **.3476** | **33.7** | **11.1** | **16.9** | **18.9** | **29.0** | **321.5** |
| Albany | 287.2 | .1169 | 33.7 | 12.7 | 17.7 | 18.0 | 29.7 | 111.8 |
| • Albany | 98.9 | .0403 | 32.9 | 17.0 | 18.1 | 14.3 | 31.8 | 41.5 |
| Greene | 43.2 | .0175 | 37.0 | 9.2 | 14.4 | 19.1 | 33.7 | 16.5 |
| Montgomery | 53.0 | .0216 | 37.2 | 8.3 | 15.3 | 17.2 | 35.5 | 20.2 |
| Rensselaer | 154.9 | .0631 | 32.7 | 12.4 | 16.3 | 18.4 | 27.8 | 55.8 |
| • Troy | 55.0 | .0224 | 31.1 | 18.1 | 15.4 | 14.8 | 29.2 | 20.5 |
| Saratoga | 165.0 | .0672 | 31.7 | 9.9 | 18.1 | 21.4 | 22.6 | 58.5 |
| Schenectady | 150.5 | .0613 | 35.9 | 9.6 | 16.2 | 18.9 | 32.3 | 58.7 |
| • Schenectady | 67.5 | .0275 | 34.4 | 12.3 | 17.3 | 15.2 | 33.7 | 28.7 |
| SUBURBAN TOTAL | 632.4 | .2574 | 34.0 | 9.5 | 16.8 | 20.3 | 28.1 | 230.8 |
| **BINGHAMTON** | **267.0** | **.1087** | **33.7** | **11.6** | **15.9** | **19.7** | **28.2** | **98.7** |
| Broome | 214.1 | .0872 | 34.0 | 12.2 | 15.8 | 19.0 | 29.5 | 80.2 |
| • Binghamton | 53.9 | .0219 | 36.4 | 12.6 | 16.0 | 15.2 | 36.2 | 22.7 |
| Tioga | 52.9 | .0215 | 32.2 | 9.0 | 16.0 | 22.6 | 22.9 | 18.5 |
| SUBURBAN TOTAL | 213.1 | .0868 | 33.1 | 11.3 | 15.9 | 20.8 | 26.1 | 76.0 |
| **BUFFALO** | **970.3** | **.3950** | **34.4** | **11.0** | **16.1** | **19.1** | **29.8** | **359.2** |
| Erie | 970.3 | .3950 | 34.4 | 11.0 | 16.1 | 19.1 | 29.8 | 359.2 |
| • Buffalo | 332.2 | .1352 | 33.8 | 12.5 | 16.5 | 15.9 | 32.1 | 136.6 |
| SUBURBAN TOTAL | 638.1 | .2598 | 34.6 | 10.2 | 15.7 | 20.8 | 28.7 | 222.6 |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **ALBANY - SCHENECTADY - TROY** | **5,678,644** | **1,384,714** | **422,372** | **537,581** | **303,287** | **1,286,635** | **219,702** |
| Albany | 2,746,819 | 487,426 | 207,363 | 291,935 | 188,555 | 704,790 | 85,866 |
| • Albany | 762,525 | 163,527 | 74,655 | 30,903 | 42,557 | 259,663 | 36,502 |
| Greene | 232,842 | 74,663 | 13,879 | 13,303 | 5,151 | 49,928 | 7,527 |
| Montgomery | 264,228 | 72,276 | 16,561 | 25,189 | 7,955 | 46,129 | 15,695 |
| Rensselaer | 638,143 | 230,077 | 50,863 | 31,081 | 18,076 | 139,468 | 34,483 |
| • Troy | 255,188 | 89,374 | 28,706 | 6,109 | 12,715 | 50,269 | 22,495 |
| Saratoga | 764,721 | 230,133 | 71,884 | 68,126 | 26,396 | 146,230 | 26,631 |
| Schenectady | 1,031,891 | 290,139 | 61,822 | 107,947 | 57,154 | 200,090 | 49,500 |
| • Schenectady | 535,720 | 154,541 | 37,074 | 45,350 | 32,253 | 122,747 | 29,756 |
| SUBURBAN TOTAL | 4,125,211 | 977,272 | 281,937 | 455,219 | 215,762 | 853,956 | 130,949 |
| **BINGHAMTON** | **1,557,912** | **379,864** | **125,585** | **172,438** | **77,096** | **349,740** | **74,929** |
| Broome | 1,404,203 | 325,682 | 117,809 | 162,926 | 74,672 | 314,306 | 70,147 |
| • Binghamton | 459,210 | 112,650 | 43,110 | 22,169 | 31,510 | 131,470 | 26,763 |
| Tioga | 153,709 | 54,182 | 7,776 | 9,512 | 2,424 | 35,434 | 4,782 |
| SUBURBAN TOTAL | 1,098,702 | 267,214 | 82,475 | 150,269 | 45,586 | 218,270 | 48,166 |
| **BUFFALO** | **5,762,669** | **1,575,306** | **572,568** | **610,007** | **290,663** | **1,217,433** | **288,594** |
| Erie | 5,762,669 | 1,575,306 | 572,568 | 610,007 | 290,663 | 1,217,433 | 288,594 |
| • Buffalo | 1,459,953 | 497,436 | 188,769 | 79,804 | 67,225 | 222,371 | 92,062 |
| SUBURBAN TOTAL | 4,302,716 | 1,077,870 | 383,799 | 530,203 | 223,438 | 995,062 | 196,532 |

*ACTIVE*

**Buffalo's an active market — a market that's ambitious, growing, and upwardly mobile. It's a market that's "on the go!"**

**If you haven't considered Buffalo and The Buffalo News, you're missing the route to almost 1.3 million adults and one of the best advertising buys in America.**

The Buffalo News offers —
- A circulation area that's highly concentrated — every reader is close enough to be a potential consumer.
- A 50% news hole that gives the reader more news for their money.
- Advertising CPMs that are below average for markets this size.
- Highest PMA coverage in the nation daily.

New York State's 2nd largest market is on the go and too big to miss! Call Hugh G. Monaghan at (716)849-3422 for more information about The Buffalo News.

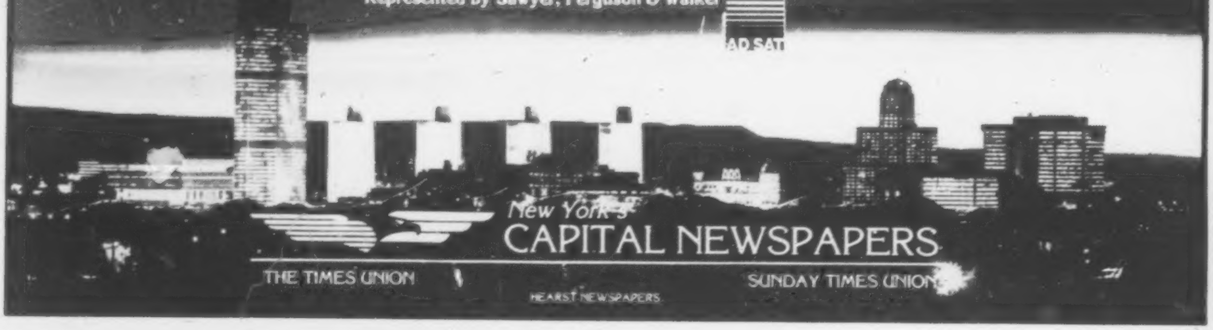
ON THE GO BUFFALO

**THE BUFFALO NEWS**
One News Plaza, P.O. Box 100, Buffalo, New York 14240

## N.Y. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *BUFFALO - NIAGARA FALLS CONSOLIDATED AREA* | *1,188.3* | *.4838* | *34.2* | *11.0* | *15.9* | *19.1* | *29.7* | *439.6* | *6,860,857* | *1,884,428* | *674,132* | *746,038* | *329,461* | *1,444,987* | *343,073* |
| **ELMIRA** | **93.7** | **.0381** | **33.7** | **10.8** | **15.7** | **18.4** | **29.6** | **34.1** | **580,210** | **119,162** | **47,903** | **112,231** | **20,781** | **129,021** | **26,476** |
| Chemung | 93.7 | .0381 | 33.7 | 10.8 | 15.7 | 18.4 | 29.6 | 34.1 | 580,210 | 119,162 | 47,903 | 112,231 | 20,781 | 129,021 | 26,476 |
| • Elmira | 33.5 | .0136 | 31.8 | 15.4 | 15.2 | 14.4 | 30.8 | 12.3 | 237,491 | 63,989 | 21,059 | 8,747 | 10,097 | 72,526 | 15,797 |
| SUBURBAN TOTAL | 60.2 | .0245 | 34.7 | 8.3 | 16.0 | 20.6 | 28.9 | 21.8 | 342,719 | 55,173 | 26,844 | 103,484 | 10,684 | 56,495 | 10,679 |
| **GLENS FALLS** | **115.1** | **.0469** | **33.3** | **9.4** | **15.9** | **19.4** | **27.9** | **40.6** | **755,360** | **200,736** | **63,261** | **73,875** | **19,175** | **157,846** | **33,584** |
| Warren | 57.3 | .0234 | 33.5 | 9.3 | 16.2 | 19.0 | 28.5 | 20.9 | 544,509 | 131,311 | 44,982 | 65,680 | 15,699 | 121,821 | 22,106 |
| • Glens Falls | 16.6 | .0068 | 33.1 | 10.3 | 17.3 | 15.7 | 31.0 | 6.6 | 320,936 | 83,421 | 13,505 | 50,655 | 10,390 | 87,681 | 11,377 |
| Washington | 57.8 | .0235 | 33.1 | 9.4 | 15.5 | 19.8 | 27.3 | 19.7 | 210,851 | 69,425 | 18,279 | 8,195 | 3,476 | 36,025 | 11,478 |
| SUBURBAN TOTAL | 98.5 | .0401 | 33.3 | 9.2 | 15.7 | 20.0 | 27.3 | 34.0 | 434,424 | 117,315 | 49,756 | 23,220 | 8,785 | 70,165 | 22,207 |
| **NASSAU - SUFFOLK** | **2,661.7** | **1.0836** | **34.3** | **9.7** | **15.7** | **22.3** | **26.5** | **868.8** | **21,824,947** | **4,787,584** | **1,591,941** | **2,273,551** | **1,523,686** | **4,378,001** | **632,994** |
| Nassau | 1,328.3 | .5408 | 36.4 | 9.9 | 14.9 | 21.6 | 30.5 | 444.2 | 12,813,207 | 2,630,525 | 980,044 | 1,407,288 | 1,034,538 | 2,422,517 | 327,108 |
| Hempstead | 42.6 | .0173 | 32.4 | 10.6 | 18.4 | 21.1 | 24.1 | 15.3 | 549,715 | 66,259 | 18,189 | 47,207 | 47,350 | 238,669 | 6,023 |
| Suffolk | 1,333.4 | .5428 | 32.3 | 9.5 | 16.5 | 23.0 | 22.5 | 424.6 | 9,011,740 | 2,157,059 | 611,897 | 866,263 | 489,148 | 1,955,484 | 305,886 |
| SUBURBAN TOTAL | 2,661.7 | 1.0836 | 34.3 | 9.7 | 15.7 | 22.3 | 26.5 | 868.8 | 21,824,947 | 4,787,584 | 1,591,941 | 2,273,551 | 1,523,686 | 4,378,001 | 632,994 |

ALBANY, NEW YORK
61% ADULT REACH IN A TOP TEST MARKET!
The Albany, New York POWER PACKAGE offers package rate discounts and low CPM's for all advertisers—no minimum size, no copy restrictions. For details, phone Chris Cunningham, Jr., at (518) 454-5680.
Represented by Sawyer, Ferguson & Walker



U-BIE
THE #1 MARKET IN THE HEART OF UPSTATE NEW YORK
UTICA ★ BINGHAMTON ★ ITHACA ★ ELMIRA
#1 IN POPULATION, HOUSEHOLDS, RETAIL SALES, FOOD SALES AND DRUG SALES
SOURCE: S&MM SURVEY OF BUYING POWER
217,266 CIRCULATION (1987 ABC)
68.9% HOME DELIVERED
ONE ORDER ONE BILL - 15% DISCOUNT

Contact Gail P. Lyman, National Advertising Manager, Press & Sun-Bulletin, P.O. Box 1270, Binghamton, N.Y. 13902 or call her at 607-798-1133 for more info. and a U-BIE Brochure.
Utica Observer-Dispatch ★ Binghamton Press & Sun-Bulletin
Ithaca Journal ★ Elmira Star Gazette

## N.Y. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 |  |  |  |  |  |  |  | RETAIL SALES BY STORE GROUP—1987 |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group |  |  |  | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|  |  |  |  | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over |  |  |  |  |  |  |  |  |
| **NEW YORK** | **8,528.2** | **3.4719** | **34.9** | **9.6** | **17.9** | **20.7** | **29.1** | **3,414.9** | **47,732,464** | **9,939,700** | **6,030,309** | **5,353,368** | **3,621,330** | **6,354,498** | **1,824,195** |
| Bronx | 1,193.8 | .4860 | 33.1 | 10.3 | 16.2 | 19.5 | 27.4 | 454.1 | 2,840,873 | 894,159 | 222,991 | 171,373 | 205,870 | 429,216 | 142,743 |
| Kings | 2,296.2 | .9348 | 33.3 | 10.0 | 17.1 | 19.2 | 27.9 | 888.6 | 7,981,253 | 2,178,324 | 519,324 | 733,038 | 621,684 | 1,162,150 | 382,102 |
| New York (Manhattan) | 1,487.1 | .6054 | 36.3 | 9.5 | 22.6 | 22.8 | 29.4 | 760.3 | 18,458,135 | 2,364,579 | 3,644,411 | 2,591,301 | 1,677,604 | 988,600 | 637,526 |
| • New York City | 7,304.3 | 2.9738 | 34.8 | 9.8 | 18.1 | 20.3 | 29.3 | 2,979.2 | 38,349,184 | 7,791,342 | 5,333,577 | 4,273,343 | 3,051,821 | 4,329,074 | 1,546,726 |
| Putnam | 84.0 | .0342 | 32.9 | 7.9 | 17.3 | 24.6 | 21.8 | 28.2 | 357,487 | 89,210 | 17,492 | 17,378 | 13,138 | 97,956 | 16,556 |
| Queens | 1,945.7 | .7921 | 37.1 | 9.2 | 17.0 | 20.2 | 32.9 | 747.5 | 7,524,448 | 1,935,250 | 837,998 | 598,578 | 460,759 | 1,461,173 | 329,962 |
| Richmond | 381.5 | .1553 | 32.8 | 9.5 | 18.2 | 21.8 | 24.3 | 128.7 | 1,544,475 | 419,030 | 108,853 | 179,053 | 85,904 | 287,935 | 54,393 |
| Rockland | 273.5 | .1114 | 33.5 | 9.2 | 15.6 | 25.3 | 22.3 | 86.6 | 1,556,737 | 353,306 | 147,802 | 163,918 | 66,289 | 409,875 | 54,901 |
| Westchester | 866.4 | .3527 | 36.8 | 9.1 | 15.7 | 22.2 | 30.7 | 320.9 | 7,469,056 | 1,705,842 | 531,438 | 898,729 | 490,082 | 1,517,593 | 206,012 |
| Mount Vernon | 67.6 | .0275 | 36.2 | 9.1 | 16.3 | 20.1 | 31.7 | 26.8 | 389,710 | 89,237 | 13,475 | 6,206 | 14,859 | 80,698 | 17,814 |
| New Rochelle | 70.5 | .0287 | 37.8 | 9.8 | 15.9 | 20.7 | 33.4 | 26.9 | 574,463 | 87,379 | 39,771 | 53,622 | 42,826 | 197,339 | 14,278 |
| • White Plains | 45.3 | .0184 | 38.6 | 8.8 | 17.0 | 21.2 | 34.2 | 19.1 | 1,169,736 | 157,379 | 71,964 | 363,227 | 82,622 | 185,311 | 18,136 |
| Yonkers | 188.4 | .0767 | 36.8 | 10.0 | 16.8 | 19.0 | 33.5 | 73.8 | 1,235,966 | 333,481 | 71,701 | 188,547 | 94,694 | 203,160 | 38,371 |
| SUBURBAN TOTAL | 1,178.6 | .4797 | 35.6 | 9.0 | 15.8 | 23.1 | 28.0 | 416.6 | 8,213,544 | 1,990,979 | 624,768 | 716,798 | 486,887 | 1,840,113 | 259,333 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***17,999.8*** | ***7.3281*** | ***34.8*** | ***9.7*** | ***16.9*** | ***21.2*** | ***28.5*** | ***6,772.2*** | ***120,573,590*** | ***25,809,670*** | ***11,806,555*** | ***12,714,016*** | ***8,609,747*** | ***21,892,418*** | ***3,958,854*** |
| **NIAGARA FALLS** | **218.0** | **.0888** | **33.7** | **10.8** | **16.0** | **18.9** | **29.0** | **80.4** | **1,098,188** | **309,122** | **101,564** | **136,031** | **38,798** | **227,554** | **54,479** |
| Niagara | 218.0 | .0888 | 33.7 | 10.8 | 16.0 | 18.9 | 29.0 | 80.4 | 1,098,188 | 309,122 | 101,564 | 136,031 | 38,798 | 227,554 | 54,479 |
| • Niagara Falls | 65.1 | .0265 | 35.1 | 11.4 | 15.2 | 15.7 | 34.4 | 26.0 | 331,687 | 105,663 | 42,731 | 36,724 | 9,338 | 43,074 | 18,252 |
| SUBURBAN TOTAL | 152.9 | .0623 | 33.2 | 10.6 | 16.1 | 20.3 | 26.8 | 54.4 | 766,501 | 203,459 | 58,833 | 99,307 | 29,460 | 184,480 | 36,227 |
| **ORANGE COUNTY** | **284.4** | **.1158** | **32.3** | **10.1** | **17.0** | **21.0** | **24.4** | **94.4** | **1,810,809** | **474,374** | **104,092** | **226,384** | **92,812** | **368,622** | **56,204** |
| Orange | 284.4 | .1158 | 32.3 | 10.1 | 17.0 | 21.0 | 24.4 | 94.4 | 1,810,809 | 474,374 | 104,092 | 226,384 | 92,812 | 368,622 | 56,204 |
| SUBURBAN TOTAL | 284.4 | .1158 | 32.3 | 10.1 | 17.0 | 21.0 | 24.4 | 94.4 | 1,810,809 | 474,374 | 104,092 | 226,384 | 92,812 | 368,622 | 56,204 |
| **POUGHKEEPSIE** | **260.5** | **.1061** | **33.5** | **10.7** | **17.2** | **22.2** | **25.2** | **89.0** | **1,575,301** | **420,127** | **116,663** | **168,943** | **70,183** | **328,418** | **53,250** |
| Dutchess | 260.5 | .1061 | 33.5 | 10.7 | 17.2 | 22.2 | 25.2 | 89.0 | 1,575,301 | 420,127 | 116,663 | 168,943 | 70,183 | 328,418 | 53,250 |
| • Poughkeepsie | 30.7 | .0125 | 34.8 | 11.1 | 17.2 | 18.7 | 33.0 | 13.3 | 376,201 | 70,032 | 29,067 | 1,415 | 13,524 | 104,952 | 13,766 |
| SUBURBAN TOTAL | 229.8 | .0936 | 33.3 | 10.6 | 17.1 | 23.0 | 24.1 | 75.7 | 1,199,100 | 350,095 | 87,596 | 167,528 | 56,659 | 223,466 | 39,484 |
| **ROCHESTER** | **996.1** | **.4055** | **32.5** | **11.4** | **17.8** | **19.8** | **25.8** | **367.7** | **6,299,533** | **1,513,201** | **584,803** | **618,360** | **338,722** | **1,585,196** | **268,301** |
| Livingston | 60.7 | .0247 | 31.1 | 15.1 | 16.1 | 19.3 | 24.4 | 20.0 | 241,921 | 73,225 | 27,565 | 11,387 | 4,707 | 52,129 | 6,721 |
| Monroe | 711.2 | .2895 | 32.6 | 11.6 | 18.0 | 19.8 | 25.9 | 269.2 | 5,053,454 | 1,198,093 | 474,605 | 488,361 | 304,819 | 1,306,459 | 213,200 |
| • Rochester | 240.5 | .0979 | 31.6 | 12.6 | 19.8 | 15.5 | 27.6 | 99.7 | 1,395,501 | 292,707 | 174,944 | 83,123 | 104,855 | 336,751 | 72,787 |
| Ontario | 93.1 | .0379 | 32.8 | 10.9 | 17.5 | 19.7 | 26.4 | 32.9 | 604,518 | 126,366 | 56,856 | 92,484 | 18,159 | 126,338 | 27,130 |
| Orleans | 40.5 | .0165 | 33.3 | 9.6 | 15.9 | 19.5 | 27.8 | 14.0 | 120,574 | 40,385 | 11,040 | 2,460 | 3,942 | 23,001 | 8,547 |
| Wayne | 90.6 | .0369 | 32.5 | 8.9 | 17.1 | 21.2 | 24.5 | 31.6 | 279,066 | 75,132 | 14,737 | 23,668 | 7,095 | 77,269 | 12,703 |
| SUBURBAN TOTAL | 755.6 | .3076 | 32.9 | 11.0 | 17.2 | 21.2 | 25.1 | 268.0 | 4,904,032 | 1,220,494 | 409,859 | 535,237 | 233,867 | 1,248,445 | 195,514 |
| **SYRACUSE** | **651.0** | **.2650** | **31.7** | **12.7** | **17.1** | **18.9** | **25.5** | **235.3** | **3,979,453** | **1,021,378** | **359,745** | **387,262** | **210,733** | **930,385** | **182,180** |
| Madison | 67.8 | .0276 | 30.4 | 15.1 | 15.4 | 18.8 | 24.1 | 22.3 | 248,879 | 65,002 | 33,552 | 11,196 | 6,708 | 63,548 | 14,101 |
| Onondaga | 462.1 | .1881 | 32.3 | 12.2 | 17.3 | 19.0 | 26.4 | 171.9 | 3,218,631 | 806,052 | 282,206 | 334,303 | 190,128 | 754,958 | 140,387 |
| • Syracuse | 161.3 | .0657 | 31.7 | 16.6 | 17.6 | [illegible] | 29.7 | 66.3 | 1,085,165 | 263,461 | 102,210 | 60,381 | 101,273 | 323,506 | 39,214 |
| Oswego | 121.1 | .0493 | 30.1 | 13.3 | 16.3 | 18.6 | 23.3 | 41.1 | 511,943 | 150,324 | 43,987 | 41,763 | 13,897 | 111,879 | 27,692 |
| SUBURBAN TOTAL | 489.7 | .1993 | 31.7 | 11.4 | 16.7 | 20.4 | 24.2 | 169.0 | 2,894,288 | 757,917 | 257,535 | 326,881 | 109,460 | 606,879 | 142,966 |
| **UTICA - ROME** | **321.7** | **.1310** | **34.4** | **10.4** | **15.3** | **18.5** | **30.6** | **115.8** | **1,760,581** | **443,823** | **137,353** | **172,735** | **84,929** | **367,495** | **99,499** |
| Herkimer | 68.0 | .0277 | 34.8 | 9.6 | 14.8 | 18.4 | 31.4 | 24.5 | 285,703 | 80,678 | 21,542 | 38,187 | 12,848 | 46,841 | 18,819 |

# BUYING POWER

Among America's metro markets, Nassau-Suffolk, Long Island, has

- the highest disposable income per household
- the highest percentage of households with $50,000 or more income
- the highest retail sales per household of the top 50 markets.

**Newsday**

*76% Readership in America's Richest Market*

Source: Survey of Buying Power 1987

**N.Y.** (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Oneida | 253.7 | .1033 | 34.3 | 10.6 | 15.3 | 18.5 | 30.4 | 91.3 | 1,474,878 | 363,145 | 115,811 | 134,548 | 72,081 | 320,654 | 80,680 |
| • Rome | 43.2 | .0176 | 32.0 | 12.0 | 17.3 | 17.6 | 27.2 | 15.5 | 270,349 | 71,100 | 20,684 | 32,840 | 10,251 | 56,410 | 17,538 |
| • Utica | 71.6 | .0292 | 36.9 | 11.4 | 14.9 | 15.6 | 36.5 | 28.4 | 440,379 | 125,805 | 39,230 | 33,625 | 21,497 | 61,374 | 29,116 |
| SUBURBAN TOTAL | 206.9 | .0842 | 34.3 | 9.6 | 15.0 | 19.7 | 29.3 | 71.9 | 1,049,853 | 246,918 | 77,439 | 106,270 | 53,181 | 249,711 | 52,845 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Allegany | 52.8 | .0215 | 29.8 | 17.3 | 14.1 | 17.2 | 25.4 | 17.5 | 175,455 | 61,953 | 15,366 | 9,941 | 4,354 | 45,772 | 7,441 |
| Cattaraugus | 87.1 | .0354 | 32.5 | 11.0 | 15.6 | 18.1 | 28.0 | 30.6 | 418,473 | 111,892 | 44,256 | 52,142 | 16,056 | 89,818 | 14,864 |
| Cayuga | 83.0 | .0338 | 33.2 | 9.8 | 16.6 | 18.2 | 28.8 | 28.8 | 360,804 | 93,459 | 26,581 | 35,712 | 7,930 | 94,875 | 13,286 |
| Chautauqua | 147.2 | .0600 | 34.4 | 10.9 | 15.1 | 18.4 | 30.7 | 54.7 | 696,672 | 198,146 | 69,846 | 71,130 | 25,725 | 160,207 | 30,907 |
| Chenango | 52.7 | .0215 | 33.3 | 8.9 | 15.6 | 19.6 | 27.7 | 18.7 | 227,622 | 71,252 | 15,010 | 16,074 | 5,380 | 58,187 | 11,394 |
| Clinton | 83.8 | .0341 | 29.1 | 16.8 | 18.1 | 19.1 | 20.2 | 26.8 | 431,703 | 90,415 | 36,319 | 42,874 | 16,438 | 96,412 | 18,969 |
| Columbia | 62.3 | .0253 | 36.4 | 8.0 | 15.7 | 19.7 | 32.3 | 23.2 | 284,082 | 86,309 | 19,305 | 13,922 | 9,677 | 48,447 | 8,460 |
| Cortland | 48.4 | .0198 | 30.1 | 16.9 | 15.5 | 17.9 | 24.5 | 16.7 | 236,272 | 57,278 | 30,178 | 10,781 | 8,720 | 60,605 | 16,807 |
| Delaware | 49.3 | .0200 | 34.9 | 11.0 | 14.5 | 18.6 | 31.3 | 17.6 | 263,552 | 84,933 | 21,186 | 19,905 | 5,664 | 44,938 | 13,494 |
| Essex | 38.1 | .0155 | 35.1 | 8.7 | 15.5 | 19.1 | 31.0 | 14.2 | 167,436 | 55,186 | 19,794 | 12,028 | 1,859 | 23,465 | 5,107 |
| Franklin | 45.9 | .0187 | 32.5 | 11.1 | 14.9 | 18.1 | 28.2 | 15.9 | 220,612 | 61,185 | 14,048 | 13,797 | 5,213 | 35,325 | 15,978 |
| Fulton | 56.3 | .0229 | 35.1 | 8.6 | 15.3 | 18.2 | 31.9 | 21.1 | 253,096 | 64,124 | 15,337 | 16,656 | 8,061 | 68,463 | 17,838 |
| Genesee | 61.2 | .0250 | 33.0 | 9.6 | 16.2 | 19.6 | 27.2 | 21.4 | 272,333 | 73,682 | 28,968 | 18,598 | 17,083 | 58,499 | 13,657 |
| Hamilton | 5.5 | .0023 | 39.6 | 6.9 | 12.5 | 20.3 | 36.4 | 1.9 | 15,432 | 5,471 | 2,549 | 1,224 | 439 | 1,900 | |
| Jefferson | 93.6 | .0381 | 33.1 | 9.7 | 15.5 | 18.3 | 28.7 | 33.3 | 556,521 | 130,073 | 45,302 | 63,217 | 22,195 | 126,734 | 33,040 |
| Lewis | 25.9 | .0106 | 31.4 | 9.7 | 15.3 | 18.2 | 26.2 | 8.8 | 71,555 | 24,135 | 6,942 | 4,521 | 2,146 | 14,915 | 5,032 |
| Otsego | 60.4 | .0246 | 32.9 | 16.4 | 14.5 | 17.2 | 29.7 | 21.4 | 298,176 | 71,858 | 26,623 | 23,241 | 4,369 | 85,145 | 13,674 |
| St. Lawrence | 114.8 | .0467 | 30.0 | 15.9 | 14.7 | 17.8 | 24.8 | 37.6 | 473,207 | 117,402 | 42,980 | 31,596 | 19,193 | 116,302 | 40,023 |
| Schoharie | 32.3 | .0131 | 32.7 | 14.3 | 14.5 | 18.3 | 28.4 | 10.9 | 130,238 | 42,185 | 7,725 | 8,400 | 4,343 | 25,476 | 3,894 |
| Schuyler | 18.4 | .0075 | 33.7 | 9.0 | 15.6 | 19.6 | 28.3 | 6.4 | 47,837 | 12,815 | 4,045 | 167 | 377 | 16,096 | 2,034 |
| Seneca | 34.1 | .0139 | 34.2 | 10.2 | 15.8 | 19.6 | 29.2 | 11.9 | 132,396 | 40,525 | 8,898 | 5,563 | 4,193 | 38,072 | 7,776 |
| Steuben | 99.7 | .0406 | 34.1 | 8.9 | 15.4 | 19.4 | 29.3 | 36.4 | 448,687 | 125,417 | 42,471 | 36,345 | 14,755 | 94,369 | 25,782 |
| Sullivan | 68.1 | .0278 | 35.9 | 9.4 | 16.2 | 19.2 | 32.0 | 24.9 | 398,910 | 113,771 | 26,038 | 45,781 | 6,044 | 80,264 | 11,029 |
| Tompkins | 90.6 | .0369 | 27.4 | 25.6 | 19.8 | 15.9 | 19.1 | 31.6 | 497,307 | 127,166 | 54,013 | 46,526 | 28,434 | 102,594 | 17,925 |
| Ulster | 166.9 | .0679 | 34.1 | 10.4 | 17.2 | 20.5 | 27.9 | 61.5 | 946,178 | 243,081 | 87,629 | 96,506 | 24,052 | 186,867 | 29,547 |
| Wyoming | 41.8 | .0170 | 32.3 | 9.7 | 18.3 | 20.0 | 25.1 | 13.6 | 166,637 | 46,761 | 15,871 | 6,125 | 7,203 | 47,814 | 7,250 |
| Yates | 22.3 | .0091 | 34.6 | 10.1 | 15.3 | 18.3 | 31.0 | 8.6 | 74,400 | 19,004 | 9,517 | 4,107 | 1,081 | 17,179 | 4,237 |
| TOTAL METRO COUNTIES | 16,221.5 | 6.6040 | 34.3 | 10.1 | 17.2 | 20.6 | 28.2 | 6,120.4 | 100,416,071 | 22,569,091 | 10,258,159 | 10,842,766 | 6,692,195 | 17,680,844 | 3,814,387 |
| TOTAL STATE | 17,964.0 | 7.3136 | 34.2 | 10.3 | 17.0 | 20.4 | 28.2 | 6,736.4 | 108,681,664 | 24,798,569 | 10,994,956 | 11,549,645 | 6,963,179 | 19,519,584 | 4,203,832 |

We're on your customer's doorstep every day.

When Central New York consumers open their doors, we're there. We're The Syracuse Newspapers and every day we're in nearly 62% of the households in our four county market. On Sunday, we reach nearly 78%.

To reach your Central New York customers, you need The Syracuse Newspapers. We'd like to show you how to deliver your product message to your best customers in Central New York. For information, write: Research & Promotion Dept., The Syracuse Newspapers, P.O. Box 4915, Syracuse, N.Y. 13221, or call Carl Sweeney (315) 470-2073.

The Syracuse Newspapers can put your favorite people — customers — in touch with your product.

WELCOME
THE POST-STANDARD
Herald American
HERALD-JOURNAL

The Syracuse Newspapers
The Post-Standard Herald American Herald-Journal

Represented nationally by Newhouse Newspapers

**N.Y.**

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ALBANY - SCHENECTADY - TROY** | **12,164,918** | **28,376** | **20.3** | **26.4** | **19.3** | **19.2** | **.3701** |
| Albany | 4,470,074 | 29,334 | 19.7 | 25.2 | 19.0 | 22.4 | .1465 |
| • Albany | 1,388,798 | 21,893 | 25.3 | 24.4 | 14.1 | 15.4 | .0445 |
| Greene | 517,599 | 22,885 | 25.0 | 27.4 | 16.7 | 12.1 | .0162 |
| Montgomery | 632,013 | 23,511 | 24.3 | 28.8 | 17.8 | 11.3 | .0194 |
| Rensselaer | 2,014,119 | 27,359 | 20.4 | 26.6 | 19.4 | 17.8 | .0566 |
| • Troy | 630,519 | 20,782 | 25.3 | 24.9 | 14.3 | 12.4 | .0193 |
| Saratoga | 2,363,848 | 32,025 | 18.0 | 26.7 | 22.0 | 22.9 | .0653 |
| Schenectady | 2,167,265 | 27,614 | 20.8 | 27.1 | 18.3 | 19.0 | .0661 |
| • Schenectady | 868,405 | 21,757 | 25.7 | 27.2 | 14.8 | 11.7 | .0295 |
| SUBURBAN TOTAL | 9,277,196 | 31,252 | 18.3 | 26.8 | 21.2 | 22.3 | .2768 |
| **BINGHAMTON** | **3,709,998** | **27,941** | **21.6** | **26.7** | **18.6** | **19.8** | **.1099** |
| Broome | 2,940,189 | 27,127 | 22.1 | 27.2 | 18.5 | 18.3 | .0906 |
| • Binghamton | 698,593 | 20,541 | 28.1 | 25.0 | 14.1 | 12.0 | .0242 |
| Tioga | 769,809 | 31,823 | 19.5 | 24.8 | 18.9 | 26.2 | .0193 |
| SUBURBAN TOTAL | 3,011,405 | 30,358 | 19.6 | 27.4 | 19.9 | 22.1 | .0857 |
| **BUFFALO** | **12,389,541** | **26,341** | **20.4** | **27.1** | **19.1** | **15.6** | **.3844** |
| Erie | 12,389,541 | 26,341 | 20.4 | 27.1 | 19.1 | 15.6 | .3844 |
| • Buffalo | 3,676,043 | 18,143 | 25.4 | 24.5 | 12.7 | 9.0 | .1128 |
| SUBURBAN TOTAL | 8,713,498 | 31,303 | 17.5 | 28.5 | 23.0 | 19.7 | .2716 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***15,068,894*** | ***26,343*** | ***20.4*** | ***27.5*** | ***19.3*** | ***15.2*** | ***.4655*** |
| **ELMIRA** | **1,055,372** | **23,102** | **25.1** | **29.7** | **16.2** | **11.1** | **.0354** |
| Chemung | 1,055,372 | 23,102 | 25.1 | 29.7 | 16.2 | 11.1 | .0354 |
| • Elmira | 320,636 | 18,774 | 27.3 | 28.1 | 11.8 | 7.0 | .0124 |
| SUBURBAN TOTAL | 734,736 | 25,738 | 23.8 | 30.6 | 18.7 | 13.5 | .0230 |
| **GLENS FALLS** | **1,341,469** | **24,686** | **23.7** | **29.5** | **17.5** | **13.4** | **.0451** |
| Warren | 714,591 | 24,877 | 23.5 | 28.7 | 16.7 | 15.3 | .0265 |
| • Glens Falls | 206,758 | 23,099 | 24.0 | 28.0 | 17.2 | 11.4 | .0108 |
| Washington | 626,878 | 24,482 | 24.0 | 30.1 | 18.4 | 11.4 | .0186 |
| SUBURBAN TOTAL | 1,134,711 | 24,988 | 23.7 | 29.8 | 17.6 | 13.7 | .0343 |
| **NASSAU - SUFFOLK** | **50,659,415** | **45,412** | **11.1** | **17.7** | **20.4** | **44.0** | **1.4313** |

Reach the fastest growing market in New York
with the even faster growing

Times Herald
RECORD

| | Sunday | | Daily | |
|---|---|---|---|---|
| | Circulation | Market Penetration | Circulation | Market Penetration |
| 1983 | 78,248 | 56% | 70,329 | 51% |
| 1988 | 96,063 | 67% | 82,834 | 58% |

source: ABC FAS-FAX March, 1988

call Evelyn Saddlemire at (914) 343-2181 or contact Branham Newspaper Sales

ULSTER
SULLIVAN
ORANGE

ALBANY, NEW YORK

61% ADULT REACH IN A TOP TEST MARKET!

The Albany, New York POWER PACKAGE offers package rate discounts and low CPM's for all advertisers—no minimum size, no copy restrictions. For details, phone Chris Cunningham, Jr., at (518) 454-5680.

Represented by Sawyer, Ferguson & Walker

AD SAT

New York's
CAPITAL NEWSPAPERS

THE TIMES UNION
SUNDAY TIMES UNION
HEARST NEWSPAPERS

## N.Y. (cont.) EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Nassau | 28,469,871 | 49,790 | 9.6 | 15.8 | 18.7 | 49.7 | .8014 |
| Hempstead | 697,619 | 33,063 | 16.5 | 23.4 | 16.6 | 31.2 | .0250 |
| Suffolk | 22,189,544 | 41,515 | 12.6 | 19.9 | 22.0 | 38.0 | .6299 |
| SUBURBAN TOTAL | 50,659,415 | 45,412 | 11.1 | 17.7 | 20.4 | 44.0 | 1.4313 |
| **NEW YORK** | **130,686,482** | **25,283** | **20.4** | **22.9** | **15.4** | **20.9** | **3.6612** |
| Bronx | 11,969,078 | 17,347 | 24.9 | 22.6 | 11.8 | 9.8 | .3393 |
| Kings | 26,891,740 | 20,496 | 23.6 | 23.3 | 13.8 | 13.7 | .7618 |
| New York (Manhattan) | 33,475,214 | 25,751 | 19.7 | 22.0 | 13.7 | 23.9 | 1.0020 |
| • New York City | 105,934,064 | 23,526 | 21.4 | 23.6 | 15.0 | 18.0 | 2.9932 |
| Putnam | 1,454,534 | 42,672 | 12.3 | 18.7 | 23.2 | 38.7 | .0364 |
| Queens | 27,859,392 | 27,872 | 19.8 | 25.9 | 18.3 | 20.2 | .7394 |
| Richmond | 5,738,640 | 36,133 | 14.1 | 22.2 | 22.8 | 29.1 | .1506 |
| Rockland | 5,202,333 | 48,443 | 10.5 | 15.9 | 19.0 | 48.1 | .1337 |
| Westchester | 18,095,551 | 40,112 | 13.7 | 19.6 | 17.5 | 39.0 | .4980 |
| Mount Vernon | 1,075,055 | 28,480 | 19.6 | 22.3 | 16.2 | 25.3 | .0299 |
| New Rochelle | 1,430,004 | 36,325 | 15.5 | 20.8 | 17.0 | 34.8 | .0392 |
| • White Plains | 991,233 | 35,320 | 15.5 | 21.9 | 16.4 | 34.1 | .0419 |
| Yonkers | 3,298,270 | 33,584 | 16.7 | 22.0 | 18.8 | 29.3 | .0908 |
| SUBURBAN TOTAL | 23,761,185 | 42,304 | 12.8 | 18.7 | 18.3 | 41.1 | .6261 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***301,407,033*** | ***31,556*** | ***17.3*** | ***21.7*** | ***17.2*** | ***28.2*** | ***8.5119*** |
| **NIAGARA FALLS** | **2,679,353** | **26,350** | **20.3** | **29.6** | **20.2** | **13.2** | **.0811** |
| Niagara | 2,679,353 | 26,350 | 20.3 | 29.6 | 20.2 | 13.2 | .0811 |
| • Niagara Falls | 756,028 | 22,125 | 23.0 | 28.0 | 16.4 | 9.8 | .0235 |
| SUBURBAN TOTAL | 1,923,325 | 28,310 | 19.1 | 30.3 | 22.0 | 14.8 | .0576 |
| **ORANGE COUNTY** | **3,772,122** | **30,665** | **18.1** | **25.8** | **21.1** | **21.5** | **.1173** |
| Orange | 3,772,122 | 30,665 | 18.1 | 25.8 | 21.1 | 21.5 | .1173 |
| SUBURBAN TOTAL | 3,772,122 | 30,665 | 18.1 | 25.8 | 21.1 | 21.5 | .1173 |
| **POUGHKEEPSIE** | **4,107,304** | **35,920** | **15.9** | **22.4** | **21.5** | **30.0** | **.1159** |
| Dutchess | 4,107,304 | 35,920 | 15.9 | 22.4 | 21.5 | 30.0 | .1159 |
| • Poughkeepsie | 452,320 | 22,483 | 24.5 | 22.0 | 15.4 | 16.8 | .0169 |
| SUBURBAN TOTAL | 3,654,984 | 37,927 | 14.4 | 22.6 | 22.5 | 32.3 | .0990 |
| **ROCHESTER** | **14,581,278** | **30,698** | **18.0** | **25.8** | **20.6** | **22.2** | **.4308** |
| Livingston | 696,773 | 26,771 | 21.6 | 29.9 | 20.1 | 14.4 | .0205 |
| Monroe | 10,887,482 | 31,288 | 17.3 | 25.0 | 20.5 | 23.5 | .3259 |
| • Rochester | 2,999,774 | 21,539 | 23.2 | 26.2 | 15.3 | 11.7 | .0935 |
| Ontario | 1,195,303 | 28,416 | 20.6 | 29.8 | 20.9 | 16.1 | .0379 |
| Orleans | 508,459 | 28,581 | 21.4 | 26.0 | 20.9 | 18.5 | .0135 |
| Wayne | 1,293,261 | 32,417 | 17.6 | 25.3 | 21.6 | 24.2 | .0330 |
| SUBURBAN TOTAL | 11,581,504 | 34,265 | 16.1 | 25.5 | 22.6 | 26.1 | .3373 |
| **SYRACUSE** | **8,951,038** | **28,871** | **19.7** | **26.4** | **19.9** | **19.8** | **.2703** |
| Madison | 749,970 | 24,987 | 23.5 | 29.9 | 17.8 | 13.0 | .0221 |
| Onondaga | 6,539,344 | 28,898 | 19.7 | 26.2 | 19.8 | 19.9 | .2023 |
| • Syracuse | 2,006,238 | 20,645 | 25.7 | 25.3 | 14.5 | 11.5 | .0655 |
| Oswego | 1,661,724 | 31,273 | 17.8 | 25.3 | 21.3 | 23.1 | .0459 |
| SUBURBAN TOTAL | 6,944,800 | 32,231 | 17.3 | 26.9 | 22.0 | 23.0 | .2048 |
| **UTICA - ROME** | **3,804,257** | **24,605** | **22.9** | **29.2** | **17.5** | **13.3** | **.1196** |
| Herkimer | 775,547 | 24,132 | 23.9 | 30.3 | 17.1 | 11.8 | .0232 |
| Oneida | 3,028,710 | 24,739 | 22.6 | 29.0 | 17.6 | 13.7 | .0964 |
| • Rome | 500,821 | 23,446 | 24.7 | 30.4 | 16.3 | 12.0 | .0166 |
| • Utica | 793,297 | 19,761 | 25.8 | 26.5 | 13.9 | 9.1 | .0268 |
| SUBURBAN TOTAL | 2,510,139 | 26,860 | 21.4 | 30.2 | 19.1 | 15.2 | .0762 |
| **OTHER COUNTIES** | | | | | | | |
| Allegany | 432,893 | 18,051 | 30.7 | 30.2 | 10.3 | 3.9 | .0144 |
| Cattaraugus | 916,387 | 22,359 | 25.4 | 29.6 | 16.2 | 9.6 | .0295 |
| Cayuga | 873,949 | 23,279 | 24.3 | 30.0 | 17.2 | 10.0 | .0274 |
| Chautauqua | 1,664,946 | 22,809 | 24.7 | 29.9 | 15.9 | 10.6 | .0515 |
| Chenango | 585,589 | 23,301 | 26.5 | 29.9 | 17.9 | 10.3 | .0178 |
| Clinton | 854,822 | 22,475 | 26.6 | 29.3 | 15.8 | 10.8 | .0286 |
| Columbia | 785,636 | 24,753 | 24.9 | 28.5 | 17.1 | 14.2 | .0228 |
| Cortland | 512,134 | 22,528 | 25.2 | 29.7 | 16.2 | 9.9 | .0166 |
| Delaware | 517,658 | 21,608 | 27.1 | 30.8 | 14.3 | 9.2 | .0172 |
| Essex | 416,462 | 21,499 | 26.7 | 28.8 | 15.1 | 9.6 | .0128 |
| Franklin | 442,404 | 19,054 | 29.8 | 26.0 | 13.9 | 7.7 | .0149 |
| Fulton | 624,267 | 22,118 | 25.4 | 31.1 | 14.5 | 9.5 | .0192 |
| Genesee | 648,522 | 23,839 | 24.3 | 32.3 | 17.3 | 9.1 | .0204 |
| Hamilton | 46,935 | 18,414 | 33.9 | 29.6 | 10.5 | 5.1 | .0015 |
| Jefferson | 926,216 | 20,452 | 27.3 | 28.6 | 14.2 | 8.2 | .0328 |
| Lewis | 260,430 | 22,555 | 25.3 | 32.6 | 14.8 | 8.8 | .0076 |
| Otsego | 739,680 | 24,205 | 25.1 | 27.8 | 16.6 | 14.6 | .0222 |
| St. Lawrence | 1,155,577 | 21,716 | 25.2 | 26.7 | 16.0 | 10.9 | .0365 |
| Schoharie | 335,079 | 22,474 | 26.3 | 29.9 | 15.9 | 9.8 | .0104 |
| Schuyler | 215,527 | 25,870 | 24.4 | 30.9 | 19.9 | 12.8 | .0058 |
| Seneca | 449,883 | 28,642 | 21.2 | 28.9 | 21.0 | 17.6 | .0123 |
| Steuben | 1,152,320 | 23,354 | 24.6 | 29.5 | 16.6 | 12.0 | .0350 |
| Sullivan | 839,371 | 23,099 | 25.9 | 26.9 | 15.5 | 13.7 | .0264 |
| Tompkins | 1,297,578 | 27,555 | 21.1 | 25.7 | 17.1 | 21.9 | .0372 |
| Ulster | 2,421,798 | 28,531 | 20.7 | 25.0 | 18.4 | 22.1 | .0697 |
| Wyoming | 468,476 | 26,684 | 20.9 | 31.4 | 19.8 | 13.9 | .0140 |
| Yates | 230,681 | 19,245 | 28.7 | 28.9 | 11.7 | 7.5 | .0069 |
| **TOTAL METRO COUNTIES** | **249,902,547** | **28,734** | **18.9** | **23.3** | **17.4** | **23.6** | **7.1724** |
| **TOTAL STATE** | **269,717,767** | **28,065** | **19.5** | **23.7** | **17.3** | **22.6** | **7.7838** |

ALBANY - SCHENECTADY - TROY - METRO MARKET

It takes 2 newspapers
to effectively cover the Capital District MSA...
one is The Gazette

morning circulation leader in 3 of the 6 metro counties.

- 59% OF ADI READERS HAVE HH INCOME OF $30,000+
- 77% OF READERS OWN THEIR OWN HOMES
- 78.8% HOME COUNTY PENETRATION

SOURCE: ABC AUDIT REPORT, 1987 SIMMONS RESEARCH REPORT
REPRESENTED NATIONALLY BY CWO & O

332 STATE STREET, SCHENECTADY, NEW YORK (518) 374-4141

SARATOGA
MONTGOMERY
SCHENECTADY
RENSSELAER
ALBANY
GREENE

# North Carolina

S&MM ESTIMATES

| | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **ASHEVILLE** | **171.8** | **.0699** | **35.4** | **9.1** | **17.0** | **20.7** | **30.1** | **68.7** | **1,313,886** | **269,711** | **121,399** | **168,144** | **66,375** | **270,938** | **61,953** |
| Buncombe | 171.8 | .0699 | 35.4 | 9.1 | 17.0 | 20.7 | 30.1 | 68.7 | 1,313,886 | 269,711 | 121,399 | 168,144 | 66,375 | 270,938 | 61,953 |
| • Asheville | 60.6 | .0247 | 38.6 | 8.8 | 16.1 | 17.4 | 36.9 | 26.2 | 922,161 | 161,353 | 91,993 | 149,905 | 43,857 | 167,925 | 43,158 |
| SUBURBAN TOTAL | 111.2 | .0452 | 34.2 | 9.4 | 17.5 | 22.3 | 26.3 | 42.5 | 391,725 | 108,358 | 29,406 | 18,239 | 22,518 | 103,013 | 18,795 |
| **BURLINGTON** | **102.8** | **.0419** | **34.8** | **10.5** | **16.2** | **21.3** | **28.4** | **39.6** | **887,697** | **174,642** | **77,276** | **88,856** | **58,190** | **218,411** | **33,164** |
| Alamance | 102.8 | .0419 | 34.8 | 10.5 | 16.2 | 21.3 | 28.4 | 39.6 | 887,697 | 174,642 | 77,276 | 88,856 | 58,190 | 218,411 | 33,164 |
| • Burlington | 38.1 | .0155 | 36.0 | 9.6 | 16.2 | 20.1 | 31.3 | 15.6 | 630,925 | 95,756 | 54,326 | 81,603 | 42,205 | 179,559 | 22,458 |
| SUBURBAN TOTAL | 64.7 | .0264 | 34.2 | 11.0 | 16.2 | 22.0 | 26.8 | 24.0 | 256,772 | 78,886 | 22,950 | 7,253 | 15,985 | 38,852 | 10,706 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,088.1** | **.4432** | **32.3** | **10.8** | **18.3** | **21.2** | **23.9** | **407.5** | **7,354,092** | **1,644,269** | **621,562** | **830,810** | **419,288** | **1,812,274** | **250,832** |
| Cabarrus | 94.6 | .0386 | 34.5 | 9.5 | 16.4 | 21.3 | 27.9 | 34.9 | 587,329 | 131,742 | 39,178 | 68,154 | 33,144 | 154,096 | 21,143 |
| • Kannapolis | 33.1 | .0135 | 35.9 | 9.9 | 14.9 | 18.8 | 32.4 | 12.9 | 228,277 | 49,639 | 14,522 | 57,259 | 16,326 | 26,558 | 8,067 |
| Gaston | 172.9 | .0704 | 32.7 | 9.9 | 17.3 | 20.9 | 25.2 | 62.9 | 1,042,784 | 260,987 | 83,524 | 181,058 | 37,819 | 239,453 | 46,398 |
| • Gastonia | 55.7 | .0227 | 34.0 | 9.5 | 16.5 | 19.4 | 29.0 | 21.2 | 737,682 | 153,891 | 57,038 | 160,007 | 28,283 | 180,115 | 29,473 |
| Lincoln | 48.0 | .0195 | 32.9 | 9.4 | 17.5 | 22.2 | 24.2 | 17.6 | 178,711 | 52,199 | 14,608 | 16,089 | 6,752 | 34,600 | 10,753 |
| Mecklenburg | 460.9 | .1877 | 31.7 | 11.5 | 20.0 | 21.5 | 21.9 | 180.0 | 3,789,054 | 639,016 | 357,092 | 417,380 | 268,413 | 1,014,144 | 104,904 |
| • Charlotte | 375.0 | .1527 | 31.5 | 11.4 | 20.6 | 20.6 | 22.3 | 150.0 | 3,517,110 | 517,697 | 331,582 | 397,705 | 257,291 | 1,010,331 | 97,125 |
| Rowan | 105.8 | .0431 | 35.3 | 10.2 | 16.0 | 19.8 | 30.5 | 40.5 | 677,782 | 255,177 | 39,858 | 43,117 | 26,882 | 126,086 | 25,285 |
| Union | 82.0 | .0334 | 31.2 | 10.7 | 17.3 | 21.7 | 21.7 | 27.9 | 383,391 | 102,307 | 21,856 | 50,363 | 12,361 | 89,023 | 12,013 |
| *York, S. C* | *123.9* | *.0505* | *31.1* | *11.7* | *17.5* | *20.9* | *22.3* | *43.7* | *695,041* | *202,841* | *65,446* | *54,649* | *33,917* | *154,872* | *30,336* |
| • *Rock Hill* | *42.0* | *.0171* | *29.9* | *15.8* | *17.1* | *16.8* | *24.5* | *14.9* | *432,560* | *110,576* | *44,143* | *49,008* | *24,888* | *66,663* | *19,794* |
| SUBURBAN TOTAL | 582.3 | .2372 | 32.8 | 10.3 | 17.3 | 22.2 | 23.9 | 208.5 | 2,438,463 | 812,466 | 174,277 | 166,831 | 92,500 | 528,607 | 96,373 |
| **FAYETTEVILLE** | **265.4** | **.1080** | **26.1** | **18.8** | **19.9** | **18.8** | **13.6** | **86.1** | **1,460,145** | **299,885** | **140,694** | **236,564** | **133,950** | **336,134** | **37,583** |

HOW TO GET ON TOP OF THE
GREENSBORO/WINSTON-SALEM/HIGH POINT ADI

There's an often-overlooked portion of the ADI that is extremely important - The Piedmont Area Newspaper Group markets (High Point City, Alamance, Davidson, Rockingham, Surry counties). Two newspapers, Greensboro and Winston-Salem with only 23% coverage, are not enough to reach these markets you need.

PANG MARKETS PENETRATION-60%
PANG ADI CIRCULATION-105,639

Source:Circulation 88/87

PANG

Piedmont Area
Newspaper Group

- High Point Enterprise/Times
- Burlington Daily Times-News
- Lexington Dispatch
- Mt. Airy News
- Reidsville Review
- Eden News

21% SAVINGS ON GROUP BUY

TURN TO
LANDON
FOR RESULTS
(SEE PAGE B-26)

Earn A Bundle
With Our Bundle.

Any way you stack it, Charlotte, N.C. is one of the nation's most lucrative markets: a $13.44 billion EBI and $56.5 billion in banking assets — No. 1 in the Sun Belt and No. 7 in the U.S.

Reach the Charlotte ADI best with The Charlotte Observer. The numbers are bundled in your favor — 657,100 readers every Sunday, 475,100 each weekday.

Cash in on The Observer. For information, call Gene Williams, vice president/marketing and sales, at (704) 379-6900 today.

The Charlotte Observer

Represented Nationally by Knight-Ridder Newspaper Sales, Inc.
Sources: Charlotte Chamber of Commerce, S&MM 1988 Survey of Buying Power, Simmons 1987 National Study of Local Newspaper Ratings

| N.C. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| Cumberland | 265.4 | .1080 | 26.1 | 18.8 | 19.9 | 18.8 | 13.6 | 86.1 | 1,460,145 | 299,885 | 140,694 | 236,564 | 133,950 | 336,134 | 37,583 |
| • Fayetteville | 74.6 | .0304 | 30.9 | 13.7 | 17.2 | 19.6 | 23.4 | 29.0 | 1,031,646 | 171,616 | 98,886 | 221,605 | 62,544 | 260,763 | 31,600 |
| SUBURBAN TOTAL | 190.8 | .0776 | 24.7 | 20.8 | 21.0 | 18.3 | 9.9 | 57.1 | 428,499 | 128,269 | 41,808 | 14,959 | 71,406 | 75,371 | 5,983 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **914.9** | **.3724** | **33.1** | **11.0** | **18.0** | **21.6** | **24.9** | **351.1** | **6,007,669** | **1,192,413** | **604,508** | **722,016** | **393,292** | **1,307,051** | **206,912** |
| Davidson | 122.5 | .0498 | 33.4 | 9.6 | 17.2 | 22.5 | 24.7 | 45.6 | 528,266 | 128,136 | 46,485 | 34,958 | 30,362 | 103,695 | 24,562 |
| Davie | 29.2 | .0119 | 33.7 | 8.5 | 18.1 | 22.6 | 25.0 | 10.8 | 83,025 | 21,128 | 5,370 | 2,576 | 13,451 | 11,590 | 4,679 |
| Forsyth | 263.0 | .1071 | 33.1 | 11.4 | 18.3 | 21.3 | 25.2 | 104.2 | 2,067,762 | 377,621 | 213,898 | 263,252 | 108,274 | 535,559 | 65,074 |
| • Winston-Salem | 148.3 | .0604 | 32.9 | 13.4 | 17.2 | 18.6 | 27.8 | 60.5 | 1,668,118 | 263,379 | 175,154 | 254,370 | 86,502 | 432,536 | 49,559 |
| Guilford | 331.5 | .1350 | 32.5 | 12.3 | 18.2 | 20.8 | 24.7 | 127.5 | 2,727,002 | 511,209 | 290,494 | 366,880 | 216,865 | 535,812 | 83,013 |
| • Greensboro | 190.1 | .0774 | 31.3 | 14.8 | 19.3 | 18.7 | 24.2 | 73.7 | 2,006,481 | 361,874 | 232,593 | 287,787 | 137,941 | 395,078 | 55,539 |
| • High Point | 67.5 | .0275 | 33.3 | 10.8 | 16.7 | 19.0 | 28.1 | 26.0 | 676,026 | 131,213 | 57,336 | 78,835 | 78,493 | 139,329 | 22,937 |
| Randolph | 101.3 | .0412 | 33.7 | 9.4 | 17.5 | 22.8 | 24.8 | 38.4 | 408,407 | 99,647 | 32,052 | 48,473 | 14,499 | 73,724 | 17,928 |
| Stokes | 37.2 | .0151 | 32.7 | 9.1 | 18.0 | 22.7 | 23.2 | 13.3 | 79,698 | 20,236 | 7,236 | 1,145 | 5,234 | 20,566 | 5,305 |
| Yadkin | 30.2 | .0123 | 35.6 | 8.9 | 16.5 | 22.2 | 28.7 | 11.3 | 113,509 | 34,436 | 8,973 | 4,732 | 4,607 | 26,105 | 6,351 |
| SUBURBAN TOTAL | 509.0 | .2071 | 33.7 | 8.9 | 17.9 | 23.8 | 23.9 | 190.9 | 1,657,044 | 435,947 | 139,425 | 101,024 | 90,356 | 340,108 | 78,877 |
| **HICKORY** | **222.1** | **.0904** | **33.1** | **9.9** | **17.6** | **22.4** | **24.2** | **82.8** | **1,309,641** | **295,171** | **113,257** | **128,219** | **68,644** | **289,597** | **62,381** |
| Alexander | 28.0 | .0114 | 32.5 | 9.8 | 18.0 | 23.2 | 22.2 | 10.1 | 73,734 | 22,828 | 6,874 | 3,226 | 3,320 | 14,740 | 4,058 |
| Burke | 77.6 | .0316 | 33.6 | 9.5 | 17.1 | 22.8 | 24.8 | 28.9 | 282,387 | 88,293 | 26,205 | 20,419 | 11,304 | 39,671 | 16,123 |
| Catawba | 116.5 | .0474 | 32.9 | 10.1 | 17.7 | 22.0 | 24.2 | 43.8 | 953,520 | 184,050 | 80,178 | 104,574 | 54,020 | 235,186 | 42,200 |
| • Hickory | 27.4 | .0112 | 34.4 | 13.1 | 16.0 | 19.2 | 29.9 | 11.4 | 583,552 | 100,037 | 51,900 | 73,293 | 37,012 | 130,824 | 25,041 |
| SUBURBAN TOTAL | 194.7 | .0792 | 32.9 | 9.4 | 17.8 | 22.9 | 23.3 | 71.4 | 726,089 | 195,134 | 61,357 | 54,926 | 31,632 | 158,773 | 37,340 |
| **JACKSONVILLE** | **128.2** | **.0522** | **23.7** | **29.5** | **17.7** | **15.6** | **11.2** | **38.2** | **607,111** | **119,374** | **56,989** | **93,209** | **45,220** | **175,602** | **16,824** |
| Onslow | 128.2 | .0522 | 23.7 | 29.5 | 17.7 | 15.6 | 11.2 | 38.2 | 607,111 | 119,374 | 56,989 | 93,209 | 45,230 | 175,602 | 18,824 |
| • Jacksonville | 28.9 | .0118 | 28.5 | 15.4 | 20.4 | 19.4 | 17.5 | 10.8 | 474,944 | 81,778 | 42,123 | 92,569 | 39,599 | 130,332 | 11,325 |
| SUBURBAN TOTAL | 99.3 | .0404 | 23.1 | 33.7 | 16.9 | 14.5 | 9.5 | 27.4 | 132,167 | 37,596 | 14,866 | 640 | 5,631 | 45,270 | 5,499 |
| **RALEIGH - DURHAM** | **667.9** | **.2719** | **30.7** | **15.2** | **20.9** | **20.2** | **20.8** | **255.6** | **4,291,034** | **852,127** | **424,015** | **576,460** | **260,253** | **947,435** | **185,680** |
| Durham | 169.2 | .0688 | 31.2 | 14.4 | 20.3 | 18.6 | 23.7 | 66.0 | 1,151,071 | 218,815 | 108,563 | 176,882 | 66,193 | 258,916 | 52,470 |
| • Durham | 115.5 | .0470 | 30.5 | 17.7 | 20.1 | 14.9 | 25.9 | 46.7 | 1,052,585 | 218,606 | 101,786 | 176,663 | 51,371 | 201,071 | 51,527 |
| Franklin | 34.8 | .0142 | 33.6 | 10.8 | 16.2 | 18.9 | 28.8 | 12.3 | 78,960 | 25,682 | 5,526 | 6,477 | 1,715 | 11,878 | 5,209 |
| Orange | 87.3 | .0356 | 28.2 | 23.9 | 21.8 | 17.2 | 18.0 | 33.3 | 482,373 | 138,113 | 62,011 | 29,990 | 22,226 | 65,315 | 18,167 |

THE 4th LARGEST MARKET IN NORTH CAROLINA IS LEADING THE STATE WITH A 17.4% INCREASE IN FOOD SALES.

4 REASONS TO BUY THE FAYETTEVILLE OBSERVER-TIMES

1 The Fayetteville Observer-Times gives you 67% penetration of the Fayetteville MSA — the 4th largest market in North Carolina.

2 And now, we're clearing groceries from their shelves with a 17.4% increase in food sales.

3 What's more, with a billion dollar plus annual military payroll, we're virtually immune to economic slowdowns.

4 Your Raleigh and Durham buy alone penetrates only 33% of the Raleigh Durham A.D.I. Add The Fayetteville Observer-Times to achieve 44%.

The Fayetteville Observer
THE FAYETTEVILLE TIMES

SOURCE: 1988 S & MM Survey of Buying Power 12-31-87 ABC Audit Report

The Fayetteville Observer

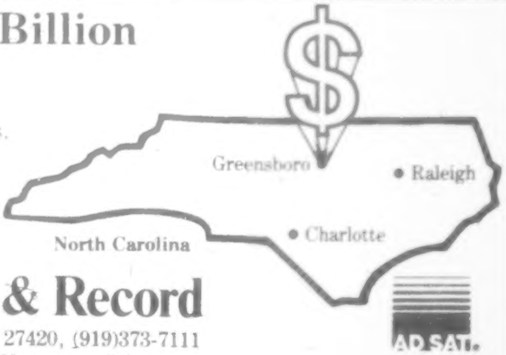
THE FAYETTEVILLE TIMES

FOR MORE INFORMATION CONTACT PAIGE LEDFORD c/o FAYETTEVILLE PUBLISHING CO., P.O. BOX 849, FAYETTEVILLE, NC 28302 OR PHONE 919-323-4848. TOLL FREE IN N.C. 1-800-682-3476

Look Who's #50 And Worth $15 Billion

If you miss the Greensboro News & Record, you miss the number 1 buy in America's 50th largest ADI, a $15 billion market which ranks in the top 50 in all major retail categories.
- 224,000 Daily Readers
- 293,100 Sunday Readers

And an effective 72% one-time reach of its primary coverage area.



Greensboro News & Record
200 E. Market St., Greensboro, N.C., 27420, (919)373-7111
Represented Nationally by Branham Newspaper Sales

AD SAT.

| N.C. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| • Chapel Hill | 38.0 | .0155 | 24.7 | 37.2 | 19.4 | 14.5 | 14.7 | 12.3 | 312,103 | 71,271 | 49,138 | 25,495 | 14,498 | 45,645 | 13,315 |
| Wake | 376.6 | .1533 | 30.8 | 14.0 | 21.3 | 21.7 | 19.4 | 144.0 | 2,578,630 | 469,517 | 247,915 | 363,311 | 178,119 | 611,326 | 109,834 |
| • Raleigh | 199.0 | .0810 | 30.4 | 18.3 | 21.5 | 19.2 | 20.9 | 78.1 | 1,833,811 | 261,806 | 193,023 | 283,073 | 99,347 | 532,652 | 65,977 |
| SUBURBAN TOTAL | 315.4 | .1284 | 31.7 | 9.8 | 20.8 | 23.4 | 19.6 | 118.5 | 1,092,535 | 299,944 | 80,069 | 91,229 | 103,037 | 168,067 | 54,861 |
| **WILMINGTON** | **117.1** | **.0477** | **32.3** | **11.4** | **18.6** | **20.2** | **24.7** | **45.4** | **957,071** | **179,207** | **92,496** | **146,801** | **42,080** | **226,716** | **31,641** |
| New Hanover | 117.1 | .0477 | 32.3 | 11.4 | 18.6 | 20.2 | 24.7 | 45.4 | 957,071 | 179,207 | 92,496 | 146,801 | 42,080 | 226,716 | 31,641 |
| • Wilmington | 54.3 | .0221 | 32.8 | 13.5 | 16.8 | 15.5 | 30.8 | 22.8 | 830,490 | 144,646 | 73,216 | 131,669 | 41,226 | 202,035 | 30,935 |
| SUBURBAN TOTAL | 62.8 | .0256 | 31.9 | 9.5 | 20.1 | 24.3 | 19.4 | 22.6 | 126,581 | 34,561 | 19,280 | 15,132 | 854 | 24,681 | 706 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Alleghany | 10.1 | .0041 | 36.6 | 8.3 | 15.6 | 20.5 | 31.9 | 3.9 | 33,636 | 7,196 | 2,245 | 1,663 | 770 | 6,962 | 2,415 |
| Anson | 26.6 | .0108 | 32.4 | 9.2 | 16.1 | 17.1 | 28.7 | 9.0 | 78,627 | 21,120 | 5,312 | 3,770 | 4,522 | 18,326 | 4,379 |
| Ashe | 23.5 | .0096 | 35.8 | 8.6 | 15.9 | 28.2 | 30.1 | 9.2 | 97,676 | 21,082 | 5,455 | 8,990 | 3,414 | 25,125 | 3,191 |
| Avery | 15.2 | .0062 | 32.5 | 12.2 | 16.9 | 20.0 | 25.9 | 5.4 | 71,230 | 21,422 | 4,863 | 5,205 | 1,594 | 9,222 | 3,664 |
| Beaufort | 44.3 | .0180 | 33.6 | 9.2 | 16.0 | 19.4 | 28.3 | 16.5 | 211,747 | 57,652 | 11,804 | 25,277 | 7,305 | 48,160 | 9,788 |
| Bertie | 21.2 | .0086 | 32.8 | 10.1 | 14.1 | 17.6 | 29.2 | 7.5 | 52,267 | 15,844 | 2,194 | 1,470 | 2,203 | 17,052 | 2,019 |
| Bladen | 31.7 | .0129 | 32.1 | 9.2 | 17.0 | 19.0 | 26.1 | 11.3 | 90,634 | 28,924 | 3,772 | 6,784 | 3,131 | 21,608 | 4,889 |
| Brunswick | 50.5 | .0206 | 32.9 | 9.2 | 16.9 | 20.3 | 26.1 | 18.4 | 199,819 | 66,533 | 28,852 | 15,085 | 4,875 | 21,795 | 8,787 |
| Caldwell | 72.7 | .0296 | 32.9 | 9.9 | 17.0 | 22.9 | 23.5 | 26.5 | 303,614 | 95,094 | 21,600 | 25,805 | 37,862 | 94,531 | 16,548 |
| Camden | 5.9 | .0024 | 34.1 | 10.0 | 14.3 | 20.8 | 27.9 | 2.0 | 15,137 | 5,888 | 813 | 434 | 447 | 871 | 104 |
| Carteret | 51.9 | .0211 | 33.8 | 10.8 | 17.4 | 20.1 | 27.8 | 20.6 | 307,465 | 49,591 | 31,108 | 34,739 | 18,540 | 61,505 | 11,247 |
| Caswell | 22.3 | .0091 | 32.4 | 10.4 | 17.3 | 20.3 | 25.2 | 7.2 | 26,117 | 9,144 | 377 | 2,306 | 1,409 | 6,937 | 1,490 |
| Chatham | 36.9 | .0150 | 33.6 | 9.3 | 19.7 | 20.6 | 26.6 | 14.2 | 126,057 | 40,183 | 9,079 | 9,010 | 3,825 | 31,372 | 3,495 |
| Cherokee | 20.7 | .0084 | 36.3 | 8.0 | 14.6 | 20.5 | 31.5 | 7.9 | 114,327 | 37,884 | 9,384 | 10,461 | 9,662 | 9,370 | 4,417 |
| Chowan | 13.9 | .0057 | 34.8 | 8.9 | 15.5 | 17.9 | 31.7 | 5.2 | 60,594 | 17,445 | 3,114 | 9,386 | 1,951 | 12,916 | 2,829 |
| Clay | 7.6 | .0031 | 36.9 | 7.9 | 16.3 | 18.2 | 34.5 | 2.8 | 23,401 | 3,602 | 186 | 573 | 1,165 | 9,637 | 904 |
| Cleveland | 88.7 | .0361 | 33.0 | 9.8 | 16.8 | 20.6 | 25.6 | 32.0 | 391,429 | 114,636 | 36,618 | 41,126 | 17,610 | 86,158 | 20,108 |
| Columbus | 52.9 | .0215 | 32.8 | 9.7 | 15.9 | 20.7 | 25.7 | 18.9 | 254,093 | 56,802 | 13,417 | 20,372 | 8,796 | 60,114 | 14,700 |
| Craven | 83.1 | .0339 | 28.5 | 15.5 | 18.4 | 18.1 | 20.0 | 29.8 | 470,401 | 121,923 | 36,444 | 58,714 | 18,696 | 127,640 | 13,755 |
| Currituck | 13.9 | .0057 | 33.6 | 9.9 | 16.3 | 20.1 | 27.9 | 5.3 | 31,364 | 13,752 | 2,674 | 415 | 1,234 | 534 | 458 |
| Dare | 20.1 | .0082 | 35.[illegible] | 10.0 | 18.7 | 19.1 | 31.1 | 8.3 | 174,515 | 47,604 | 34,288 | 12,831 | 6,858 | 12,931 | 2,024 |
| Duplin | 42.3 | .0173 | 33.2 | 9.6 | 15.6 | 20.0 | 27.2 | 15.3 | 149,522 | 30,483 | 10,574 | 9,783 | 8,993 | 30,110 | 7,334 |
| Edgecombe | 59.9 | .0244 | 31.2 | 10.5 | 17.2 | 18.2 | 25.3 | 20.6 | 224,028 | 64,290 | 14,391 | 22,469 | 12,128 | 41,436 | 12,086 |
| Gates | 9.8 | .0040 | 34.6 | 9.9 | 15.4 | 18.8 | 30.5 | 3.3 | 18,772 | 6,030 | 1,614 | 490 | 111 | 7,023 | 907 |

NORTH TO VIRGINIA
WEST TO TENNESSEE

VIRGINIA
TENN.
ASHE
ALLEGHANY
Mt. Airy
SURRY
STOKES
WATAUGA
Boone
WILKES
North Wilkesboro
Elkin
YADKIN
FORSYTH
Kernersville
Greensboro
Winston Salem
High Point
DAVIE
Mocksville
Thomasville
Lexington
DAVIDSON

**You can't cover Northwest North Carolina without the Winston-Salem Journal.**

- Dominating 5 of the 7 Winston-Salem/Greensboro/High Point MSA counties
- More than 200,000 readers daily and over 250,000 on Sunday

WINSTON-SALEM JOURNAL
P.O. Box 3159, Winston-Salem, NC 27102 (919) 727-7418

Represented Nationally by
Sawyer-Ferguson-Walker Company

It takes the
**GASTONIA GAZETTE**
to sell the whole
'Metro' market!

NORTH CAROLINA
Charlotte-GASTONIA-ROCKHILL METRO
Metro GASTON COUNTY

TURN TO
**LANDON**
FOR RESULTS
(SEE PAGE B-26)

## N.C. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Graham | 7.4 | .0030 | 33.8 | 8.8 | 16.2 | 20.2 | 28.0 | 2.5 | 13,960 | 5,150 | 1,201 | 1,236 | 465 | 722 | 655 |
| Granville | 37.5 | .0152 | 33.7 | 9.8 | 16.7 | 21.2 | 26.7 | 12.5 | 118,297 | 37,879 | 6,913 | 8,481 | 3,866 | 24,208 | 11,159 |
| Greene | 16.4 | .0067 | 31.1 | 11.3 | 17.1 | 18.5 | 24.9 | 5.4 | 23,788 | 5,585 | 1,641 | 1,427 | 1,615 | 5,141 | 448 |
| Halifax | 55.6 | .0226 | 32.8 | 9.8 | 15.5 | 18.3 | 28.3 | 19.6 | 340,014 | 77,649 | 24,035 | 51,742 | 28,734 | 47,601 | 15,401 |
| Harnett | 65.7 | .0268 | 30.9 | 14.1 | 16.1 | 19.0 | 24.4 | 23.3 | 250,622 | 63,452 | 22,734 | 27,482 | 11,912 | 32,456 | 15,402 |
| Haywood | 49.5 | .0201 | 36.7 | 8.6 | 15.4 | 22.1 | 30.6 | 19.2 | 329,656 | 70,395 | 22,660 | 13,365 | 13,481 | 95,204 | 14,356 |
| Henderson | 70.6 | .0288 | 37.9 | 7.7 | 15.1 | 20.1 | 34.2 | 28.8 | 493,034 | 96,358 | 38,709 | 27,855 | 18,538 | 144,377 | 17,439 |
| Hertford | 24.2 | .0098 | 32.4 | 12.0 | 14.9 | 17.9 | 28.2 | 8.3 | 104,746 | 29,076 | 8,563 | 15,055 | 5,792 | 18,516 | 5,102 |
| Hoke | 23.5 | .0096 | 28.1 | 13.1 | 17.0 | 18.0 | 20.3 | 7.2 | 33,450 | 13,853 | 2,313 | 3,686 | 1,596 | 5,458 | 2,046 |
| Hyde | 5.8 | .0023 | 33.6 | 10.2 | 15.1 | 17.3 | 30.5 | 2.1 | 12,615 | 5,732 | 2,014 | 1,471 | 348 | 431 | 268 |
| Iredell | 90.3 | .0368 | 33.9 | 9.4 | 16.5 | 21.2 | 27.0 | 33.6 | 481,288 | 129,399 | 44,754 | 49,911 | 19,687 | 98,193 | 23,849 |
| Jackson | 27.4 | .0112 | 30.4 | 19.5 | 15.7 | 18.7 | 24.2 | 9.6 | 132,417 | 40,173 | 12,143 | 12,975 | 5,408 | 26,304 | 8,512 |
| Johnston | 80.3 | .0326 | 33.6 | 9.2 | 17.0 | 21.1 | 26.5 | 30.1 | 441,096 | 99,571 | 36,036 | 23,150 | 35,589 | 84,853 | 17,931 |
| Jones | 9.6 | .0040 | 32.3 | 10.5 | 15.7 | 18.3 | 27.6 | 3.2 | 21,476 | 3,042 | 682 | 3,049 | 478 | 6,376 | 213 |
| Lee | 42.8 | .0174 | 32.6 | 10.2 | 17.4 | 21.2 | 24.6 | 15.6 | 296,725 | 82,651 | 23,219 | 21,578 | 10,209 | 78,388 | 9,532 |
| Lenoir | 60.6 | .0247 | 32.7 | 10.1 | 16.7 | 20.2 | 25.9 | 22.2 | 366,053 | 89,401 | 27,843 | 49,772 | 18,206 | 72,815 | 13,427 |
| McDowell | 36.5 | .0149 | 33.9 | 9.1 | 16.4 | 21.4 | 26.8 | 13.4 | 164,423 | 45,974 | 14,540 | 14,396 | 4,964 | 38,705 | 8,674 |
| Macon | 23.3 | .0094 | 39.3 | 7.6 | 14.5 | 20.1 | 36.1 | 9.5 | 134,579 | 31,802 | 11,235 | 14,478 | 7,130 | 11,738 | 7,022 |
| Madison | 17.7 | .0072 | 34.6 | 12.4 | 15.2 | 19.5 | 29.9 | 6.5 | 33,674 | 6,478 | 1,880 | 1,570 | 1,309 | 7,427 | 2,153 |
| Martin | 27.5 | .0112 | 32.8 | 9.7 | 16.1 | 19.2 | 27.3 | 9.4 | 107,459 | 28,532 | 12,196 | 15,573 | 5,112 | 17,780 | 4,646 |
| Mitchell | 14.7 | .0060 | 37.1 | 9.0 | 15.3 | 21.5 | 31.8 | 5.4 | 56,714 | 11,988 | 5,096 | 1,529 | 5,043 | 17,842 | 3,651 |
| Montgomery | 24.1 | .0098 | 33.1 | 9.8 | 16.5 | 19.0 | 27.9 | 8.7 | 79,253 | 20,390 | 6,741 | 3,499 | 3,879 | 16,275 | 5,242 |
| Moore | 58.4 | .0238 | 35.5 | 9.7 | 15.2 | 18.6 | 32.0 | 23.0 | 273,383 | 67,894 | 22,422 | 16,374 | 10,973 | 80,938 | 11,938 |
| Nash | 72.8 | .0296 | 32.6 | 9.9 | 17.5 | 20.0 | 25.8 | 27.1 | 510,073 | 96,028 | 61,552 | 71,120 | 22,058 | 99,618 | 19,164 |
| Rocky Mount | 49.4 | .0201 | 32.9 | 9.1 | 17.8 | 18.4 | 27.9 | 19.3 | 480,170 | 91,736 | 52,955 | 70,620 | 23,328 | 86,759 | 20,931 |
| Northampton | 22.5 | .0091 | 33.9 | 10.1 | 15.3 | 18.2 | 30.0 | 7.7 | 45,122 | 14,179 | 3,016 | 1,229 | 250 | 6,780 | 1,462 |
| Pamlico | 11.5 | .0047 | 34.8 | 9.2 | 15.3 | 19.2 | 30.5 | 4.1 | 48,342 | 12,797 | 3,386 | 1,111 | 380 | 19,871 | 828 |
| Pasquotank | 30.1 | .0122 | 31.7 | 14.1 | 15.9 | 17.8 | 26.9 | 10.9 | 240,814 | 36,323 | 17,634 | 28,691 | 13,554 | 56,175 | 9,881 |
| Pender | 26.3 | .0107 | 33.4 | 8.7 | 16.5 | 19.4 | 28.0 | 9.4 | 62,376 | 30,829 | 3,052 | 2,226 | 788 | 6,976 | 2,770 |
| Perquimans | 10.8 | .0044 | 36.0 | 9.6 | 13.9 | 18.7 | 32.7 | 4.1 | 22,770 | 3,775 | 2,404 | 860 | 434 | 8,210 | 307 |
| Person | 30.8 | .0126 | 33.2 | 10.1 | 16.9 | 19.6 | 27.3 | 11.1 | 127,043 | 35,090 | 7,536 | 7,183 | 6,111 | 31,281 | 7,143 |
| Pitt | 99.0 | .0403 | 28.9 | 18.7 | 18.2 | 17.6 | 21.5 | 38.0 | 614,412 | 108,960 | 61,147 | 67,321 | 41,246 | 151,693 | 16,609 |
| Polk | 14.3 | .0058 | 40.7 | 7.5 | 13.7 | 18.8 | 38.8 | 5.7 | 38,655 | 9,871 | 3,154 | 1,199 | 1,213 | 9,730 | 2,450 |
| Richmond | 48.0 | .0196 | 33.1 | 9.8 | 16.0 | 18.9 | 28.1 | 17.7 | 231,283 | 58,786 | 17,104 | 24,513 | 12,367 | 53,513 | 12,155 |
| Robeson | 108.7 | .0442 | 29.3 | 10.8 | 16.8 | 18.1 | 22.3 | 35.3 | 462,050 | 99,750 | 32,502 | 26,456 | 28,097 | 82,478 | 18,115 |
| Rockingham | 87.7 | .0357 | 33.8 | 9.7 | 16.7 | 20.4 | 27.6 | 33.0 | 443,925 | 134,124 | 35,427 | 48,159 | 37,303 | 59,575 | 21,953 |
| Rutherford | 56.6 | .0230 | 34.9 | 8.8 | 15.6 | 20.2 | 29.6 | 21.5 | 326,723 | 83,841 | 23,022 | 27,008 | 17,784 | 89,490 | 14,657 |
| Sampson | 51.6 | .0211 | 33.3 | 9.5 | 15.8 | 19.9 | 27.5 | 18.6 | 181,826 | 45,052 | 10,694 | 21,104 | 12,377 | 34,063 | 10,099 |
| Scotland | 35.0 | .0142 | 29.9 | 11.4 | 17.3 | 18.6 | 22.5 | 11.8 | 185,242 | 53,254 | 16,340 | 27,553 | 7,799 | 37,266 | 15,086 |
| Stanly | 52.2 | .0213 | 34.7 | 10.0 | 16.1 | 20.5 | 29.0 | 19.6 | 238,051 | 63,462 | 17,624 | 18,198 | 10,655 | 51,307 | 13,625 |
| Surry | 64.0 | .0261 | 34.8 | 9.2 | 16.0 | 21.3 | 28.4 | 24.2 | 429,011 | 87,523 | 25,647 | 34,293 | 20,398 | 92,014 | 22,583 |
| Swain | 11.0 | .0044 | 34.6 | 9.5 | 15.1 | 19.9 | 29.4 | 4.1 | 54,410 | 17,652 | 9,019 | 2,701 | 1,199 | 6,747 | 1,943 |
| Transylvania | 26.8 | .0109 | 34.6 | 10.4 | 15.6 | 20.9 | 28.4 | 10.1 | 102,012 | 29,400 | 7,636 | 8,293 | 3,818 | 17,966 | 5,938 |
| Tyrrell | 4.1 | .0017 | 35.1 | 9.8 | 13.4 | 17.6 | 32.4 | 1.4 | 5,817 | 1,551 | 104 | 127 | 50 | 785 | |
| Vance | 39.8 | .0162 | 32.5 | 9.5 | 16.6 | 18.7 | 27.2 | 14.0 | 220,790 | 44,769 | 17,067 | 31,484 | 11,792 | 46,544 | 9,117 |
| Warren | 17.0 | .0069 | 34.4 | 9.6 | 14.4 | 16.8 | 32.4 | 5.7 | 47,690 | 18,009 | 1,967 | 2,197 | 3,335 | 7,355 | 2,631 |
| Washington | 15.0 | .0062 | 31.0 | 10.3 | 17.2 | 18.7 | 24.3 | 5.1 | 42,570 | 13,288 | 3,385 | 4,859 | 2,659 | 7,045 | 2,383 |
| Watauga | 34.9 | .0142 | 28.5 | 25.1 | 16.0 | 17.7 | 21.8 | 12.6 | 264,048 | 56,010 | 30,650 | 17,921 | 17,673 | 54,213 | 10,423 |
| Wayne | 99.5 | .0405 | 30.6 | 12.4 | 17.8 | 20.4 | 21.7 | 35.7 | 529,432 | 107,839 | 40,178 | 69,132 | 25,760 | 136,635 | 18,521 |
| Wilkes | 62.9 | .0256 | 35.2 | 9.8 | 17.6 | 21.9 | 25.0 | 23.3 | 285,632 | 63,349 | 19,799 | 23,919 | 5,951 | 65,243 | 11,810 |
| Wilson | 65.3 | .0266 | 32.0 | 11.1 | 17.1 | 19.6 | 25.3 | 23.9 | 417,672 | 76,516 | 33,271 | 58,063 | 19,000 | 105,283 | 18,899 |
| Yancey | 15.9 | .0064 | 35.2 | 8.4 | 16.8 | 20.4 | 29.9 | 5.8 | 46,154 | 15,726 | 3,444 | 3,160 | 569 | 7,774 | 3,413 |
| TOTAL METRO COUNTIES | 3,554.4 | 1.4471 | 31.6 | 12.8 | 18.7 | 20.7 | 22.9 | 1,331.3 | 23,493,305 | 4,823,958 | 2,186,750 | 2,936,430 | 1,461,385 | 5,429,286 | 856,634 |
| TOTAL STATE | 6,463.6 | 2.6315 | 32.1 | 11.9 | 17.6 | 20.3 | 24.6 | 2,393.0 | 37,612,644 | 5,278,259 | 3,334,259 | 4,273,322 | 2,177,440 | 8,467,999 | 1,471,203 |

WILMINGTON:
NORTH CAROLINA'S STAR MARKET

Wilmington ranks number one among North Carolina's nine metros in per household general merchandise sales and eating and drinking sales—and number two in per household retail sales. In the **Wilmington Morning Star** and the **Sunday Star-News**, you cover 76% of this active market and influence more than 120,000 daily readers in a five-county area.

Sources: Sales & Marketing Management's 1988 Survey of Buying Power; 1987 Belden Market Study

Star-News Newspapers
919-343-2311
Represented nationally by:
Branham/Newspaper Sales:
New York 212-490-1200
Atlanta 404-233-6708
Charlotte 704-527-4435

NYT THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

**N.C.**

EFFECTIVE BUYING INCOME—1987

| METRO AREA County City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ASHEVILLE** | **1,938,251** | **21,091** | **26.3** | **29.0** | **14.3** | **9.3** | **.0697** |
| Buncombe | 1,938,251 | 21,091 | 26.3 | 29.0 | 14.3 | 9.3 | .0697 |
| • Asheville | 696,475 | 18,396 | 27.9 | 25.5 | 11.8 | 8.8 | .0337 |
| SUBURBAN TOTAL | 1,241,776 | 22,619 | 25.4 | 31.3 | 15.8 | 9.5 | .0360 |
| **BURLINGTON** | **1,170,152** | **23,006** | **24.7** | **30.1** | **16.8** | **10.0** | **.0439** |
| Alamance | 1,170,152 | 23,006 | 24.7 | 30.1 | 16.8 | 10.0 | .0439 |
| • Burlington | 461,713 | 22,170 | 24.8 | 28.5 | 15.6 | 10.8 | .0226 |
| SUBURBAN TOTAL | 708,439 | 23,555 | 24.6 | 31.0 | 17.7 | 9.5 | .0213 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **13,437,903** | **25,437** | **22.4** | **29.8** | **18.2** | **13.9** | **.4411** |
| Cabarrus | 1,093,744 | 24,845 | 23.3 | 30.4 | 18.5 | 11.6 | .0362 |
| • Kannapolis | 362,413 | 22,464 | 25.7 | 31.7 | 15.9 | 8.3 | .0128 |
| Gaston | 1,996,495 | 25,005 | 22.5 | 31.3 | 18.8 | 11.6 | .0654 |
| • Gastonia | 663,878 | 22,960 | 24.3 | 27.7 | 15.9 | 12.7 | .0292 |
| Lincoln | 559,979 | 25,677 | 21.1 | 33.5 | 18.4 | 12.3 | .0161 |
| Mecklenburg | 6,374,847 | 26,746 | 21.7 | 27.7 | 18.5 | 17.4 | .2106 |
| • Charlotte | 5,157,000 | 25,494 | 22.6 | 28.2 | 17.1 | 16.5 | .1793 |
| Rowan | 1,159,683 | 22,505 | 25.5 | 33.0 | 15.6 | 8.0 | .0399 |
| Union | 889,249 | 24,990 | 22.6 | 31.5 | 18.5 | 11.1 | .0280 |
| *York, S. C.* | *1,363,906* | *25,041* | *22.1* | *30.5* | *18.6* | *12.1* | *.0449* |
| *• Rock Hill* | *413,684* | *21,382* | *25.6* | *28.6* | *15.6* | *8.9* | *.0183* |
| SUBURBAN TOTAL | 6,840,928 | 26,150 | 21.7 | 31.1 | 19.7 | 12.8 | .2015 |
| **FAYETTEVILLE** | **2,638,591** | **20,660** | **29.5** | **29.1** | **14.1** | **8.5** | **.0912** |
| Cumberland | 2,638,591 | 20,660 | 29.5 | 29.1 | 14.1 | 8.5 | .0912 |
| • Fayetteville | 526,413 | 19,388 | 26.2 | 23.4 | 13.2 | 12.0 | .0390 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA County City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| SUBURBAN TOTAL | 1,812,178 | 21,152 | 31.2 | 31.9 | 14.6 | 6.8 | .0522 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **11,245,572** | **24,052** | **23.7** | **29.0** | **16.7** | **13.2** | **.3667** |
| Davidson | 1,336,913 | 22,860 | 25.3 | 31.7 | 16.1 | 9.5 | .0412 |
| Davie | 345,234 | 24,675 | 22.7 | 28.5 | 17.8 | 13.6 | .0094 |
| Forsyth | 3,476,180 | 24,994 | 22.2 | 27.4 | 17.5 | 15.3 | .1158 |
| • Winston-Salem | 1,903,512 | 21,234 | 25.0 | 25.6 | 13.3 | 13.8 | .0742 |
| Guilford | 4,257,957 | 24,307 | 23.8 | 28.1 | 16.5 | 14.7 | .1464 |
| • Greensboro | 2,456,937 | 23,552 | 24.6 | 27.8 | 15.2 | 15.0 | .0928 |
| • High Point | 774,358 | 20,770 | 27.2 | 26.9 | 13.5 | 11.2 | .0307 |
| Randolph | 1,091,820 | 22,647 | 25.9 | 33.6 | 15.1 | 8.4 | .0332 |
| Stokes | 428,735 | 26,635 | 20.4 | 29.4 | 20.1 | 13.4 | .0112 |
| Yadkin | 308,733 | 21,171 | 24.8 | 28.2 | 15.7 | 8.5 | .0095 |
| SUBURBAN TOTAL | 6,110,765 | 25,609 | 22.4 | 30.8 | 18.9 | 12.7 | .1690 |
| **HICKORY** | **2,572,487** | **23,945** | **25.3** | **32.1** | **17.0** | **10.4** | **.0837** |
| Alexander | 275,786 | 21,871 | 27.0 | 33.5 | 15.1 | 6.5 | .0080 |
| Burke | 805,838 | 21,374 | 28.6 | 32.8 | 14.3 | 6.6 | .0244 |
| Catawba | 1,490,863 | 26,538 | 22.7 | 31.6 | 19.2 | 13.7 | .0513 |
| • Hickory | 389,675 | 22,700 | 26.3 | 27.8 | 12.6 | 15.7 | .0196 |
| SUBURBAN TOTAL | 2,182,812 | 24,132 | 25.1 | 32.9 | 17.7 | 9.5 | .0641 |
| **JACKSONVILLE** | **1,093,291** | **16,506** | **37.6** | **25.9** | **8.8** | **4.2** | **.0394** |
| Onslow | 1,093,291 | 16,506 | 37.6 | 25.9 | 8.8 | 4.2 | .0394 |
| • Jacksonville | 276,955 | 19,626 | 31.7 | 30.4 | 12.4 | 6.2 | .0159 |
| SUBURBAN TOTAL | 816,336 | 15,420 | 39.9 | 24.2 | 7.3 | 3.5 | .0235 |
| **RALEIGH - DURHAM** | **9,455,071** | **27,754** | **20.7** | **25.9** | **18.4** | **20.1** | **.2854** |

EASTERN NORTH CAROLINA NEWSPAPER NETWORK

• Jacksonville News • Kinston Free Press • New Bern Sun-Journal • Washington News • Wilson Times

LARGEST CIRCULATION IN EASTERN NORTH CAROLINA

79,438

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

COVERS 26% OF THE GREENVILLE/NEW BERN/WASHINGTON ADI

CHARLOTTE ADI NEWSPAPER NETWORK

Provides 28% coverage of ADI households!

184,063 circulation

19% Group Discount

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

Concord Tribune/Gastonia Gazette/Kannapolis Independent/Lenoir News-Topic/Monroe Enquirer-Journal/Morganton News-Herald/Rock Hill Herald/Salisbury Post/Shelby Star/Statesville Record & Landmark

**N.C. (cont.)** EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Durham | 2,428,813 | 26,966 | 20.9 | 24.9 | 17.8 | 20.4 | .0740 |
| • Durham | 1,551,467 | 22,827 | 24.3 | 25.6 | 15.1 | 15.2 | .0541 |
| Franklin | 332,398 | 19,875 | 25.8 | 25.7 | 14.3 | 9.7 | .0096 |
| Orange | 1,099,744 | 22,428 | 25.4 | 26.2 | 14.0 | 15.0 | .0337 |
| • Chapel Hill | 482,241 | 23,374 | 25.0 | 22.3 | 12.3 | 22.0 | .0167 |
| Wake | 5,594,116 | 30,294 | 19.1 | 26.4 | 20.0 | 22.0 | .1681 |
| • Raleigh | 2,976,469 | 27,536 | 21.4 | 26.0 | 17.0 | 21.4 | .0983 |
| SUBURBAN TOTAL | 4,444,889 | 30,547 | 18.3 | 26.5 | 21.2 | 21.0 | .1163 |
| **WILMINGTON** | **1,305,786** | **21,540** | **24.2** | **28.2** | **14.6** | **10.3** | **.0484** |
| New Hanover | 1,305,786 | 21,540 | 24.2 | 28.2 | 14.6 | 10.3 | .0484 |
| • Wilmington | 535,800 | 15,181 | 28.0 | 22.1 | 8.1 | 7.9 | .0289 |
| SUBURBAN TOTAL | 769,986 | 27,693 | 20.1 | 34.7 | 21.0 | 12.8 | .0195 |
| **OTHER COUNTIES** | | | | | | | |
| Alleghany | 84,122 | 15,797 | 32.3 | 26.8 | 5.1 | 5.6 | .0028 |
| Anson | 210,373 | 17,726 | 28.0 | 28.2 | 10.4 | 5.3 | .0070 |
| Ashe | 203,641 | 16,323 | 30.6 | 27.1 | 8.8 | 4.3 | .0069 |
| Avery | 122,366 | 16,385 | 34.4 | 23.5 | 9.6 | 4.2 | .0046 |
| Beaufort | 421,105 | 18,642 | 26.8 | 26.3 | 12.4 | 8.1 | .0143 |
| Bertie | 178,863 | 16,319 | 28.3 | 25.1 | 9.8 | 6.4 | .0055 |
| Bladen | 249,935 | 16,000 | 29.8 | 24.1 | 9.8 | 4.8 | .0082 |
| Brunswick | 453,471 | 18,765 | 25.4 | 28.7 | 12.4 | 6.3 | .0151 |
| Caldwell | 748,118 | 22,572 | 26.3 | 34.3 | 14.4 | 7.8 | .0247 |
| Camden | 51,524 | 20,927 | 22.2 | 31.7 | 12.0 | 8.2 | .0016 |
| Carteret | 550,682 | 20,073 | 28.0 | 28.5 | 14.5 | 7.3 | .0188 |
| Caswell | 156,625 | 16,574 | 29.7 | 28.2 | 9.2 | 3.7 | .0047 |
| Chatham | 395,800 | 21,862 | 25.9 | 32.6 | 14.9 | 7.7 | .0114 |
| Cherokee | 190,238 | 17,270 | 32.9 | 24.4 | 11.3 | 6.4 | .0069 |
| Chowan | 130,968 | 17,461 | 29.7 | 25.2 | 11.5 | 5.9 | .0040 |
| Clay | 64,528 | 16,952 | 31.2 | 25.3 | 7.8 | 3.1 | .0022 |
| Cleveland | 972,920 | 24,023 | 22.9 | 30.1 | 17.9 | 10.9 | .0300 |
| Columbus | 455,038 | 16,844 | 28.1 | 24.0 | 11.0 | 7.5 | .0163 |
| Craven | 858,041 | 19,846 | 27.5 | 26.8 | 13.8 | 9.0 | .0293 |
| Currituck | 140,892 | 20,280 | 25.0 | 28.2 | 12.6 | 9.8 | .0039 |
| Dare | 238,298 | 20,510 | 30.8 | 29.4 | 12.6 | 9.3 | .0087 |
| Duplin | 337,497 | 16,279 | 28.8 | 25.9 | 9.2 | 5.0 | .0116 |
| Edgecombe | 565,652 | 21,289 | 23.9 | 28.6 | 14.9 | 9.1 | .0181 |
| Gates | 76,721 | 17,859 | 25.7 | 29.4 | 11.7 | 3.9 | .0024 |
| Graham | 48,959 | 15,039 | 32.8 | 26.3 | 5.6 | 2.8 | .0017 |
| Granville | 327,347 | 19,718 | 26.6 | 29.3 | 13.3 | 6.7 | .0104 |
| Greene | 144,583 | 18,770 | 28.7 | 26.2 | 12.4 | 8.5 | .0041 |
| Halifax | 466,141 | 16,412 | 26.0 | 24.0 | 11.1 | 6.7 | .0184 |
| Harnett | 601,171 | 18,831 | 29.2 | 27.5 | 12.7 | 6.9 | .0196 |
| Haywood | 559,729 | 22,156 | 25.0 | 26.5 | 17.0 | 11.1 | .0191 |
| Henderson | 838,395 | 22,142 | 25.2 | 29.4 | 14.9 | 10.8 | .0285 |
| Hertford | 205,220 | 17,808 | 26.5 | 25.9 | 12.0 | 7.2 | .0071 |
| Hoke | 186,436 | 19,618 | 27.5 | 28.7 | 13.6 | 6.8 | .0055 |
| Hyde | 42,597 | 14,437 | 31.0 | 23.1 | 7.2 | 4.3 | .0014 |
| Iredell | 1,000,134 | 23,274 | 24.7 | 31.0 | 17.1 | 9.8 | .0324 |
| Jackson | 251,258 | 17,928 | 29.9 | 26.4 | 11.0 | 6.9 | .0087 |
| Johnston | 732,618 | 18,402 | 27.2 | 28.9 | 11.0 | 6.0 | .0265 |
| Jones | 73,660 | 17,266 | 28.9 | 27.9 | 10.0 | 5.2 | .0023 |
| Lee | 452,616 | 21,484 | 26.8 | 28.5 | 14.8 | 9.8 | .0164 |
| Lenoir | 562,321 | 18,806 | 27.6 | 28.0 | 12.3 | 7.0 | .0208 |
| McDowell | 366,061 | 22,155 | 25.5 | 32.3 | 16.6 | 6.2 | .0119 |
| Macon | 219,882 | 16,199 | 33.3 | 25.4 | 7.7 | 5.5 | .0080 |
| Madison | 149,565 | 15,269 | 30.3 | 23.9 | 8.2 | 4.8 | .0043 |
| Martin | 221,191 | 17,398 | 28.7 | 26.6 | 10.9 | 6.0 | .0079 |
| Mitchell | 123,532 | 17,814 | 29.6 | 27.6 | 13.4 | 3.4 | .0042 |

We impressed Rand McNally who named the Research Triangle cities the third most liveable place in the country.

We continue to impress the highest number of Ph.D.s per capita of any place in the nation, enough to make them want to live here.

We impressed the U.S. Census Bureau as one of the fastest growing areas in the U.S. with one of the lowest unemployment rates anywhere.

We've also impressed a lot of local, regional and national advertisers with great circulation and a lower CPM than broadcast media in North Carolina's Triangle.

AND SOME PEOPLE STILL THINK WE'RE WHERE BARNEY AND GOMER COME FOR EXCITEMENT.

The News and Observer

THE RALEIGH TIMES

Durham Morning Herald

Reagan 'Driving Force'
THE DURHAM SUN
Duke doctor cautions on child's flu-like illness

With one rate one bill via

Branham

NEWSPAPER SALES

TOLLFREE: 1-800-221-4596

## METRO & COUNTY TOTALS

**N.C. (cont.)** EFFECTIVE BUYING INCOME—1987

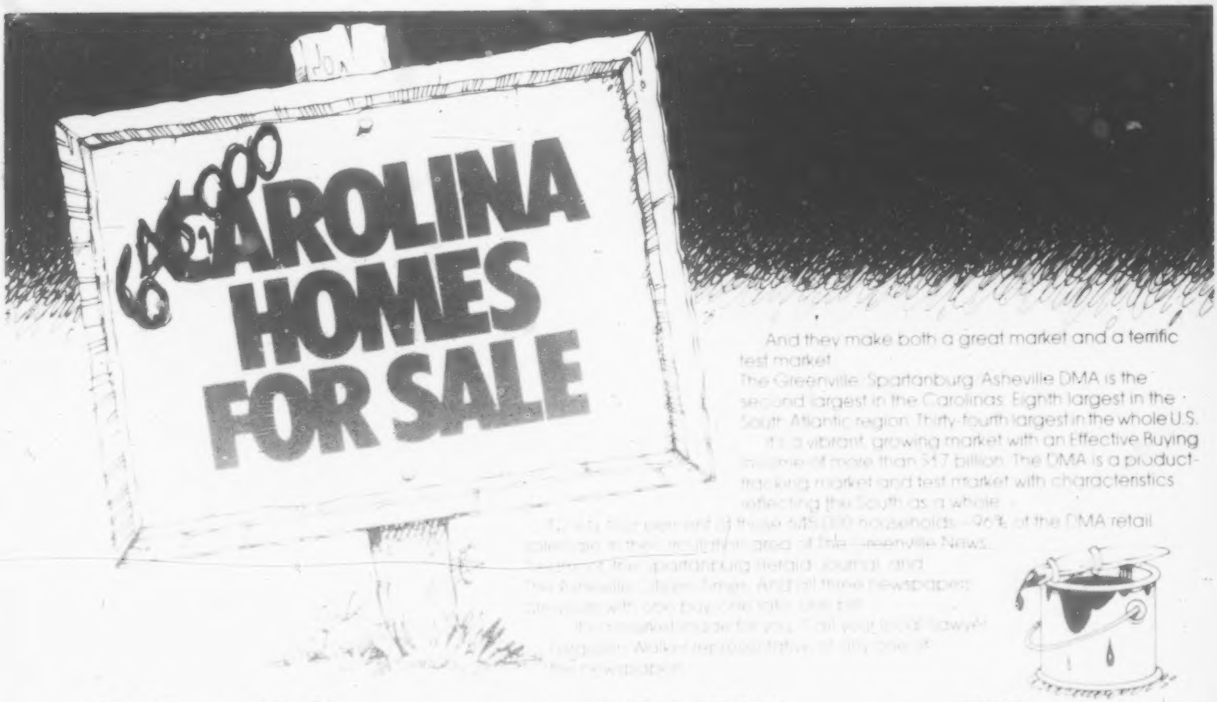
% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Montgomery | 222,123 | 20,098 | 26.9 | 31.5 | 12.4 | 6.4 | .0070 |
| Moore | 722,144 | 22,822 | 24.5 | 29.7 | 13.3 | 13.1 | .0213 |
| Nash | 767,174 | 20,408 | 25.3 | 26.9 | 14.2 | 9.7 | .0279 |
| Rocky Mount | 545,302 | 20,417 | 24.2 | 26.3 | 14.1 | 10.4 | .0219 |
| Northampton | 174,422 | 14,902 | 30.7 | 22.5 | 8.0 | 5.6 | .0054 |
| Pamlico | 95,954 | 17,515 | 25.4 | 27.2 | 10.7 | 6.2 | .0033 |
| Pasquotank | 244,478 | 16,337 | 29.5 | 25.1 | 10.6 | 4.4 | .0110 |
| Pender | 201,731 | 15,508 | 29.3 | 25.2 | 8.7 | 5.0 | .0064 |
| Perquimans | 72,945 | 13,333 | 32.8 | 20.9 | 7.1 | 1.7 | .0025 |
| Person | 291,185 | 20,275 | 26.3 | 29.8 | 13.9 | 7.0 | .0095 |
| Pitt | 988,638 | 18,250 | 26.5 | 25.0 | 12.6 | 8.1 | .0354 |
| Polk | 175,345 | 21,982 | 26.5 | 25.0 | 14.4 | 14.3 | .0047 |
| Richmond | 443,659 | 19,254 | 26.5 | 29.3 | 12.5 | 6.5 | .0154 |
| Robeson | 892,913 | 18,324 | 28.4 | 27.5 | 11.4 | 6.8 | .0317 |
| Rockingham | 1,002,659 | 23,441 | 23.5 | 28.4 | 17.2 | 11.9 | .0314 |
| Rutherford | 592,034 | 21,427 | 25.5 | 29.8 | 15.3 | 8.2 | .0202 |
| Sampson | 418,189 | 16,570 | 30.5 | 25.9 | 10.1 | 4.7 | .0142 |

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Scotland | 349,913 | 22,460 | 23.4 | 27.6 | 16.6 | 10.6 | .0119 |
| Stanly | 574,955 | 23,036 | 24.0 | 32.0 | 15.6 | 9.9 | .0180 |
| Surry | 650,013 | 20,307 | 27.4 | 29.4 | 13.8 | 7.5 | .0236 |
| Swain | 69,148 | 12,870 | 36.9 | 18.2 | 3.8 | 2.1 | .0031 |
| Transylvania | 310,318 | 24,603 | 20.7 | 30.4 | 17.4 | 12.0 | .0090 |
| Tyrrell | 30,372 | 17,488 | 25.8 | 29.2 | 9.1 | 5.0 | .0009 |
| Vance | 354,945 | 18,278 | 28.5 | 27.7 | 11.1 | 7.3 | .0131 |
| Warren | 121,166 | 14,979 | 29.5 | 25.2 | 6.8 | 4.3 | .0041 |
| Washington | 143,069 | 20,871 | 23.4 | 24.9 | 15.7 | 11.1 | .0044 |
| Watauga | 329,447 | 17,174 | 28.0 | 24.1 | 10.1 | 9.0 | .0131 |
| Wayne | 915,877 | 18,801 | 29.0 | 27.8 | 12.3 | 6.7 | .0327 |
| Wilkes | 644,244 | 20,935 | 27.1 | 31.8 | 12.2 | 8.3 | .0207 |
| Wilson | 651,933 | 19,855 | 26.8 | 27.4 | 14.0 | 8.2 | .0236 |
| Yancey | 131,723 | 17,455 | 29.7 | 29.1 | 9.0 | 4.4 | .0042 |
| **TOTAL METRO COUNTIES** | **43,493,198** | **24,197** | **23.8** | **28.7** | **16.9** | **13.6** | **1.4246** |
| **TOTAL STATE** | **71,496,746** | **22,050** | **25.2** | **28.5** | **15.1** | **11.1** | **2.3728** |



And they make both a great market and a terrific test market.
The Greenville-Spartanburg-Asheville DMA is the second largest in the Carolinas. Eighth largest in the South Atlantic region. Thirty-fourth largest in the whole U.S.
It's a vibrant, growing market with an Effective Buying Income of more than $17 billion. The DMA is a product-tracking market and test market with characteristics reflecting the South as a whole.
[illegible] of these 645,000 households—96% of the DMA retail [illegible] The Greenville News, [illegible] Spartanburg Herald-Journal and The Asheville Citizen-Times. And all three newspapers [illegible]
[illegible]

The Greenville News
GREENVILLE PIEDMONT

THE ASHEVILLE CITIZEN
ASHEVILLE TIMES

SPARTANBURG
Herald-Journal

### COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

# North Dakota

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BISMARCK** | **91.4** | **.0372** | **29.8** | **12.4** | **19.4** | **18.7** | **21.2** | **32.7** | **620,856** | **104,830** | **54,736** | **112,462** | **26,564** | **161,051** | **16,384** |
| Burleigh | 63.6 | .0259 | 29.6 | 13.2 | 20.3 | 19.1 | 20.0 | 23.0 | 496,851 | 78,981 | 43,632 | 111,699 | 23,457 | 116,439 | 15,084 |
| • Bismarck | 50.1 | .0204 | 29.9 | 13.5 | 20.3 | 18.7 | 20.9 | 19.0 | 480,170 | 75,539 | 41,703 | 109,455 | 22,611 | 113,967 | 14,780 |
| Morton | 27.8 | .0113 | 30.2 | 10.6 | 17.5 | 17.7 | 24.0 | 9.7 | 124,005 | 25,849 | 11,104 | 763 | 3,107 | 44,612 | 1,300 |
| SUBURBAN TOTAL | 41.3 | .0168 | 29.7 | 11.1 | 18.4 | 18.7 | 21.5 | 13.7 | 140,686 | 29,291 | 13,033 | 3,007 | 3,953 | 47,084 | 1,604 |
| **FARGO - MOORHEAD** | **149.8** | **.0609** | **29.2** | **18.0** | **19.3** | **17.0** | **21.8** | **55.4** | **1,044,098** | **152,222** | **102,110** | **151,400** | **45,292** | **271,838** | **19,354** |
| Cass | 101.2 | .0412 | 29.5 | 16.4 | 21.1 | 17.1 | 21.3 | 38.5 | 801,464 | 92,502 | 73,174 | 138,364 | 27,250 | 233,570 | 11,337 |
| • Fargo | 70.1 | .0285 | 29.3 | 19.5 | 21.1 | 16.1 | 21.9 | 27.7 | 730,097 | 79,267 | 65,250 | 137,050 | 26,243 | 218,574 | 10,412 |
| *Clay, Minn.* | *48.6* | *.0197* | *28.1* | *21.2* | *15.2* | *16.7* | *22.6* | *16.9* | *242,634* | *59,720* | *28,936* | *13,036* | *18,042* | *38,268* | *8,017* |
| *• Moorhead* | *28.9* | *.0118* | *28.7* | *29.0* | *15.1* | *14.6* | *21.3* | *9.9* | *187,716* | *51,665* | *22,715* | *9,977* | *15,558* | *29,472* | *7,171* |
| SUBURBAN TOTAL | 50.8 | .0206 | 30.5 | 9.7 | 19.1 | 19.5 | 21.8 | 17.8 | 126,225 | 21,290 | 14,145 | 4,379 | 3,491 | 23,792 | 1,771 |
| **GRAND FORKS** | **70.5** | **.0287** | **26.7** | **20.7** | **20.3** | **15.5** | **17.6** | **24.2** | **495,039** | **62,202** | **33,447** | **120,611** | **28,377** | **134,102** | **6,530** |
| Grand Forks | 70.5 | .0287 | 26.7 | 20.7 | 20.3 | 15.5 | 17.6 | 24.2 | 495,039 | 62,202 | 33,447 | 120,611 | 28,377 | 134,102 | 6,530 |
| • Grand Forks | 45.5 | .0185 | 27.1 | 23.0 | 19.7 | 15.5 | 18.9 | 16.6 | 464,983 | 56,860 | 30,542 | 119,447 | 28,014 | 123,614 | 5,727 |
| SUBURBAN TOTAL | 25.0 | .0102 | 26.0 | 16.7 | 21.5 | 15.5 | 15.3 | 7.6 | 30,056 | 5,342 | 2,905 | 1,164 | 363 | 10,488 | 803 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 3.7 | .0015 | 35.6 | 8.3 | 15.3 | 18.0 | 32.8 | 1.3 | 21,626 | 8,179 | 2,181 | 1,929 | | 2,799 | 1,005 |
| Barnes | 13.2 | .0054 | 34.5 | 12.8 | 14.2 | 15.9 | 33.4 | 5.0 | 92,154 | 16,741 | 5,988 | 7,151 | 2,512 | 29,506 | 2,967 |
| Benson | 8.1 | .0033 | 31.8 | 8.2 | 13.1 | 16.1 | 29.7 | 2.5 | 8,206 | 3,042 | 1,192 | 105 | 185 | 526 | 114 |
| Billings | 1.2 | .0005 | 31.3 | 9.5 | 14.4 | 18.9 | 25.8 | .4 | 1,830 | 554 | 894 | | | | |
| Bottineau | 9.2 | .0037 | 35.5 | 9.7 | 14.1 | 16.8 | 33.8 | 3.2 | 38,027 | 6,482 | 3,474 | 852 | 1,569 | 10,654 | 1,182 |
| Bowman | 4.3 | .0018 | 32.1 | 9.3 | 15.4 | 18.8 | 26.8 | 1.6 | 19,203 | 4,891 | 2,083 | 689 | 461 | 6,038 | 826 |
| Burke | 3.5 | .0014 | 41.0 | 6.4 | 12.1 | 16.0 | 39.3 | 1.4 | 11,561 | 1,917 | 1,508 | 319 | 275 | 3,498 | 236 |
| Cavalier | 7.2 | .0029 | 36.7 | 7.6 | 13.6 | 18.4 | 33.7 | 2.6 | 28,788 | 6,387 | 1,825 | 397 | 1,249 | 7,159 | 1,081 |
| Dickey | 7.4 | .0031 | 34.9 | 9.6 | 14.3 | 16.9 | 32.9 | 2.5 | 33,974 | 7,581 | 3,460 | 846 | 876 | 9,308 | 1,724 |
| Divide | 3.3 | .0013 | 42.2 | 6.6 | 12.4 | 16.8 | 41.4 | 1.2 | 10,876 | 2,826 | 943 | 504 | | 2,493 | 197 |
| Dunn | 4.8 | .0020 | 32.2 | 9.8 | 14.8 | 18.2 | 27.7 | 1.6 | 12,758 | 3,863 | 865 | | 43 | 6,120 | 121 |
| Eddy | 3.0 | .0012 | 40.4 | 7.5 | 12.5 | 15.8 | 39.9 | 1.3 | 12,490 | 2,923 | 679 | 120 | 172 | 3,761 | 280 |
| Emmons | 5.6 | .0023 | 37.1 | 6.9 | 10.8 | 18.6 | 34.0 | 2.0 | 26,902 | 6,861 | 1,463 | 503 | 382 | 8,025 | 389 |
| Foster | 4.5 | .0018 | 35.1 | 8.6 | 13.4 | 17.5 | 32.6 | 1.6 | 33,258 | 5,740 | 1,957 | 543 | 341 | 10,811 | 698 |
| Golden Valley | 2.4 | .0010 | 35.1 | 7.7 | 14.0 | 17.0 | 33.1 | .9 | 18,168 | 2,835 | 1,388 | 111 | 288 | 8,260 | 77 |
| Grant | 4.2 | .0017 | 36.0 | 6.9 | 13.7 | 17.8 | 33.4 | 1.5 | 14,276 | 2,813 | 887 | | 60 | 5,430 | 483 |
| Griggs | 3.6 | .0014 | 40.3 | 6.9 | 14.4 | 15.6 | 40.1 | 1.4 | 9,903 | 4,274 | 754 | 357 | | 1,881 | 205 |
| Hettinger | 4.1 | .0017 | 36.5 | 7.8 | 13.5 | 18.2 | 33.6 | 1.5 | 19,409 | 5,214 | 1,663 | 468 | 57 | 9,326 | 738 |
| Kidder | 3.8 | .0016 | 36.1 | 7.3 | 12.8 | 19.1 | 32.4 | 1.4 | 6,412 | 1,429 | 556 | | 86 | 1,017 | 140 |
| La Moure | 6.2 | .0025 | 37.7 | 7.6 | 12.6 | 17.2 | 36.0 | 2.3 | 17,966 | 5,048 | 1,900 | 263 | 63 | 3,948 | 413 |
| Logan | 3.2 | .0013 | 40.6 | 6.8 | 10.2 | 18.9 | 38.0 | 1.2 | 18,649 | 3,230 | 934 | | 323 | 10,644 | 223 |
| McHenry | 7.4 | .0030 | 37.7 | 7.4 | 12.8 | 17.8 | 35.6 | 2.8 | 16,037 | 4,016 | 1,536 | 44 | 167 | 3,620 | 625 |
| McIntosh | 4.5 | .0018 | 45.9 | 6.3 | 9.6 | 18.6 | 44.6 | 1.9 | 25,461 | 7,381 | 2,[illegible]30 | 135 | 427 | 9,221 | 580 |
| McKenzie | 8.2 | .0034 | 30.2 | 10.5 | 16.7 | 17.7 | 24.3 | 2.7 | 35,773 | 12,621 | 3,867 | | 412 | 5,557 | 985 |
| McLean | 12.8 | .0052 | 33.6 | 8.1 | 16.0 | 17.2 | 30.6 | 4.4 | 30,138 | 16,788 | 3,782 | 402 | 990 | 6,444 | 1,086 |
| Mercer | 13.8 | .0056 | 30.6 | 10.5 | 19.0 | 18.5 | 23.2 | 5.0 | 54,879 | 14,288 | 7,147 | 1,242 | 1,278 | 12,024 | 1,594 |
| Mountrail | 8.0 | .0033 | 34.4 | 7.9 | 14.4 | 17.2 | 32.0 | 2.9 | 31,644 | 9,239 | 2,618 | 709 | 471 | 10,055 | 1,612 |
| Nelson | 5.1 | .0021 | 43.2 | 6.2 | 11.3 | 17.3 | 42.7 | 2.0 | 37,515 | 6,945 | 2,585 | 969 | 143 | 6,455 | 603 |
| Oliver | 2.6 | .0010 | 30.3 | 9.5 | 18.1 | 19.2 | 22.3 | .8 | 1,785 | 570 | 559 | | | | |
| Pembina | 10.4 | .0042 | 35.5 | 7.7 | 15.3 | 17.3 | 33.2 | 3.7 | 47,991 | 11,407 | 3,768 | 626 | 383 | 17,740 | 1,515 |
| Pierce | 6.1 | .0025 | 36.8 | 8.3 | 11.9 | 17.7 | 34.5 | 2.0 | 44,195 | 8,587 | 3,409 | 2,741 | 670 | 16,254 | 733 |
| Ramsey | 13.2 | .0054 | 34.0 | 10.1 | 14.9 | 16.3 | 31.7 | 5.0 | 107,917 | 21,137 | 9,053 | 5,714 | 3,577 | 33,513 | 3,941 |
| Ransom | 6.6 | .0027 | 37.6 | 7.0 | 14.8 | 16.3 | 36.6 | 2.4 | 32,672 | 8,801 | 4,425 | 317 | 1,146 | 6,372 | 1,398 |
| Renville | 3.5 | [illegible] | 36.5 | 8.9 | 13.1 | 14.1 | 32.8 | 1.3 | 11,383 | 3,791 | 530 | | 113 | 1,058 | 299 |
| Richland | 20.1 | .0082 | [illegible] | 11.6 | 14.5 | 15.1 | 29.0 | 6.9 | 96,273 | 18,854 | 5,182 | 10,502 | 8,260 | 23,926 | 1,545 |

FARGO, NORTH DAKOTA . . . A GREAT MARKET IN THE GREAT NORTHERN TIER.

Of the seven ADIs between Spokane and Minneapolis, [illegible] Fargo, North Dakota.

With more than $3 billion in retail sales and [illegible] billion in effective buying income, the Fargo ADI accounts for almost [illegible] of the market potential in the Great Northern Tier.

The Forum, now delivered in the morning brings this market home seven days a week with 55,563 circulation daily and 61,816 on Sunday.

Spokane
FARGO
Minneapolis

For more information on North Dakota's #1 newspaper, call James Boberg at 701-241-5413.

The Forum

Represented nationally by CWO&O

Member North Dakota Newspaper Group

## N.D. (cont.)

### POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rolette | 13.0 | .0053 | 26.7 | 10.1 | 14.2 | 16.9 | 21.3 | 3.7 | 39,215 | 13,836 | 1,504 | 633 | 382 | 11,627 | 1,009 |
| Sargent | 5.2 | .0021 | 34.1 | 8.4 | 15.4 | 17.5 | 31.0 | 2.0 | 12,448 | 3,803 | 1,660 | 817 | 158 | 1,253 | 227 |
| Sheridan | 2.7 | .0011 | 39.7 | 7.0 | 12.1 | 19.9 | 36.4 | 1.0 | 3,939 | 571 | 280 | | 173 | 1,167 | 107 |
| Sioux | 4.0 | .0016 | 23.7 | 10.2 | 14.8 | 17.8 | 15.6 | .9 | 6,781 | 1,952 | 595 | 932 | | 97 | |
| Slope | 1.2 | .0005 | 33.0 | 9.3 | 13.9 | 17.9 | 29.4 | .4 | 1,467 | 103 | 890 | | | | |
| Stark | 25.3 | .0103 | 28.2 | 15.2 | 17.9 | 16.1 | 21.8 | 8.6 | 247,129 | 37,330 | 14,905 | 15,856 | 12,028 | 92,118 | 6,298 |
| Steele | 2.8 | .0012 | 37.7 | 7.2 | 13.4 | 19.1 | 34.5 | 1.1 | 8,305 | 447 | 619 | 685 | | 5,748 | |
| Stutsman | 24.6 | .0100 | 32.9 | 11.0 | 16.9 | 18.0 | 28.4 | 9.1 | 165,443 | 35,359 | 15,516 | 8,929 | 7,307 | 46,259 | 3,209 |
| Towner | 4.1 | .0017 | 39.0 | 8.0 | 12.8 | 16.4 | 38.0 | 1.6 | 20,935 | 4,259 | 1,961 | 188 | | 8,472 | 746 |
| Traill | 9.6 | .0039 | 36.6 | 11.5 | 12.9 | 16.1 | 35.7 | 3.5 | 37,604 | 5,892 | 4,124 | 333 | 1,043 | 16,471 | 1,625 |
| Walsh | 15.6 | .0063 | 36.0 | 8.0 | 15.2 | 18.2 | 33.2 | 5.8 | 101,634 | 17,838 | 4,916 | 9,212 | 3,625 | 36,641 | 2,163 |
| Ward | 61.4 | .0250 | 28.3 | 15.0 | 19.3 | 17.5 | 19.6 | 21.4 | 447,979 | 60,423 | 32,470 | 76,849 | 28,423 | 126,433 | 9,959 |
| Wells | 6.9 | .0028 | 39.3 | 7.2 | 12.0 | 17.8 | 37.5 | 2.7 | 38,731 | 8,512 | 3,263 | 1,768 | 1,067 | 13,822 | 1,369 |
| Williams | 26.0 | .0106 | 30.3 | 13.0 | 17.9 | 17.3 | 24.3 | 9.8 | 238,198 | 49,076 | 15,819 | 12,428 | 17,042 | 60,919 | 9,552 |
| **TOTAL METRO COUNTIES** | **263.1** | **.1071** | **28.9** | **16.2** | **20.3** | **17.2** | **20.3** | **95.4** | **1,917,359** | **259,534** | **161,357** | **371,437** | **82,191** | **528,723** | **34,251** |
| **TOTAL STATE** | **694.3** | **.2827** | **30.9** | **12.8** | **17.3** | **17.3** | **25.7** | **249.0** | **4,337,265** | **746,210** | **347,264** | **538,625** | **180,418** | **1,243,193** | **100,130** |

## N.D.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BISMARCK** | **1,146,536** | **26,622** | **21.3** | **27.5** | **19.3** | **15.9** | **.0376** |
| Burleigh | 893,958 | 30,277 | 19.6 | 26.2 | 21.2 | 20.1 | .0288 |
| • Bismarck | 742,406 | 30,843 | 19.4 | 25.8 | [illegible] | [illegible] | [illegible] |
| Morton | 252,578 | 20,423 | 25.7 | 30.5 | 14.6 | 5.8 | .0088 |
| SUBURBAN TOTAL | 404,130 | 22,347 | 24.2 | 29.7 | 16.2 | 9.3 | .0126 |
| **FARGO - MOORHEAD** | **1,936,731** | **26,167** | **21.7** | **28.2** | **19.1** | **14.9** | **.0627** |
| Cass | 1,401,345 | 27,408 | 20.9 | 27.4 | 20.1 | 16.4 | .0456 |
| • Fargo | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Clay, Minn. | 535,386 | 23,709 | 23.5 | 30.7 | 16.8 | 11.4 | .0177 |
| • Moorhead | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | [illegible] | 27,202 | 20.2 | 30.2 | 19.8 | 14.8 | [illegible] |
| **GRAND FORKS** | **1,041,968** | **29,868** | **20.2** | **26.0** | **18.6** | **23.4** | **.0317** |
| Grand Forks | 1,041,968 | 29,868 | 20.2 | 26.0 | 18.6 | 23.4 | .0317 |
| • Grand Forks | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| SUBURBAN TOTAL | 322,109 | 28,082 | 21.9 | 32.0 | 18.6 | 19.0 | .0077 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 32,789 | 19,432 | 25.6 | 30.3 | 11.5 | 6.8 | .0013 |
| Barnes | 146,732 | 21,047 | 25.5 | 28.2 | 15.4 | 10.1 | .0051 |
| Benson | 67,311 | 19,687 | 27.5 | 28.8 | 12.4 | 8.0 | .0020 |
| Billings | 15,443 | 28,143 | 26.0 | 21.0 | 14.4 | 22.5 | .0005 |
| Bottineau | 98,052 | 27,580 | 27.2 | 26.1 | 14.8 | 12.3 | .0031 |
| Bowman | 55,965 | 24,414 | 23.5 | 23.9 | 16.6 | 17.9 | .0015 |
| Burke | 38,952 | 19,345 | 26.9 | 26.0 | 14.9 | 8.1 | .0012 |
| Cavalier | 74,451 | 21,598 | 25.8 | 29.7 | 12.5 | 9.6 | .0023 |
| Dickey | 62,195 | 16,940 | 29.0 | 25.8 | 9.3 | 7.4 | .0023 |
| Divide | 39,633 | 24,429 | 21.1 | 28.8 | 16.1 | 15.6 | .0011 |
| Dunn | 39,199 | 16,333 | 34.5 | 21.4 | 11.8 | 6.9 | .0013 |
| Eddy | 30,852 | 17,468 | 31.8 | 27.2 | 10.1 | 4.6 | .0010 |
| Emmons | 44,126 | 14,908 | 28.9 | 22.1 | 7.2 | 6.3 | .0017 |
| Foster | 51,157 | 20,035 | 28.3 | 31.9 | 10.3 | 12.6 | .0018 |
| Golden Valley | 27,634 | 21,650 | 26.1 | 25.8 | 15.8 | 12.5 | .0009 |
| Grant | 26,011 | 11,707 | 29.8 | 18.8 | 4.8 | 3.1 | .0010 |
| Griggs | 49,044 | 21,351 | 26.9 | 27.6 | 16.0 | 9.8 | .0015 |
| Hettinger | 37,934 | 17,844 | 31.9 | 26.1 | 9.9 | 7.5 | .0013 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Kidder | 25,511 | 12,862 | 32.9 | 18.4 | 4.4 | 4.9 | .0008 |
| La Moure | 57,960 | 16,308 | 30.0 | 26.5 | 12.0 | 6.7 | .0017 |
| Logan | 24,563 | 13,891 | 31.8 | 20.8 | 6.9 | 5.1 | .0011 |
| McHenry | 64,576 | 17,104 | 26.7 | 26.2 | 10.6 | 5.5 | .0019 |
| McIntosh | 35,106 | 12,375 | 29.7 | 18.8 | 6.9 | 3.4 | .0014 |
| McKenzie | 102,812 | 27,978 | 20.9 | 26.4 | 18.2 | 20.9 | .0029 |
| McLean | 151,316 | 26,218 | 22.0 | 24.4 | 19.9 | 17.0 | .0045 |
| Mercer | 180,677 | 29,609 | 17.6 | 27.1 | 23.3 | 16.6 | .0049 |
| Mountrail | 90,594 | 27,873 | 24.9 | 26.9 | 15.9 | 13.2 | .0026 |
| Nelson | 52,055 | 18,500 | 26.0 | 26.0 | 12.7 | 7.9 | .0019 |
| Oliver | 20,279 | 20,400 | 26.9 | 31.5 | 14.1 | 5.1 | .0005 |
| Pembina | 113,175 | 21,979 | 25.3 | 28.8 | 14.5 | 11.9 | .0037 |
| Pierce | 30,697 | 17,638 | 32.2 | 25.3 | 10.3 | 8.1 | .0021 |
| Ramsey | 164,507 | 24,319 | 23.2 | 27.5 | 16.7 | 14.8 | .0058 |
| Ransom | 75,290 | 23,592 | 25.1 | 28.0 | 18.1 | 11.9 | .0023 |
| Renville | 39,608 | 22,613 | 25.8 | 29.2 | 15.0 | 12.2 | .0012 |
| Richland | 247,069 | 25,840 | 22.7 | 29.6 | 16.1 | 16.3 | .0072 |
| Rolette | 101,768 | 18,408 | 26.4 | 24.4 | 13.1 | 9.3 | .0035 |
| Sargent | 57,418 | 21,900 | 26.1 | 30.4 | 15.4 | 9.1 | .0015 |
| Sheridan | 29,956 | 22,370 | 22.0 | 30.3 | 13.7 | 12.0 | .0008 |
| Sioux | 22,581 | 17,222 | 29.2 | 24.2 | 11.6 | 7.8 | .0008 |
| Slope | 8,743 | 16,000 | 30.6 | 21.2 | 10.0 | 6.5 | .0003 |
| Stark | 320,718 | 28,168 | 19.2 | 26.6 | 18.6 | 20.2 | .0119 |
| Steele | 30,991 | 21,182 | 24.7 | 29.5 | 12.3 | 11.4 | .0007 |
| Stutsman | 302,674 | 24,259 | 21.9 | 28.3 | 17.7 | 14.3 | .0101 |
| Towner | 46,175 | 21,632 | 23.7 | 28.6 | 15.4 | 9.8 | .0015 |
| Traill | 105,770 | 22,187 | 24.7 | 29.0 | 14.9 | 11.2 | .0031 |
| Walsh | 175,604 | 22,744 | 23.1 | 27.7 | 14.4 | 13.7 | .0060 |
| Ward | 735,390 | 24,784 | 25.1 | 28.7 | 17.6 | 14.2 | .0252 |
| Wells | 73,501 | 20,133 | 26.1 | 26.1 | 13.8 | 10.4 | .0024 |
| Williams | 366,892 | 29,596 | 19.4 | 28.3 | 21.1 | 18.3 | .0125 |
| **TOTAL METRO COUNTIES** | **3,589,849** | **27,700** | **20.9** | **27.1** | **19.4** | **18.0** | **.1149** |
| **TOTAL STATE** | **8,394,203** | **24,394** | **23.1** | **27.2** | **17.0** | **14.8** | **.2718** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

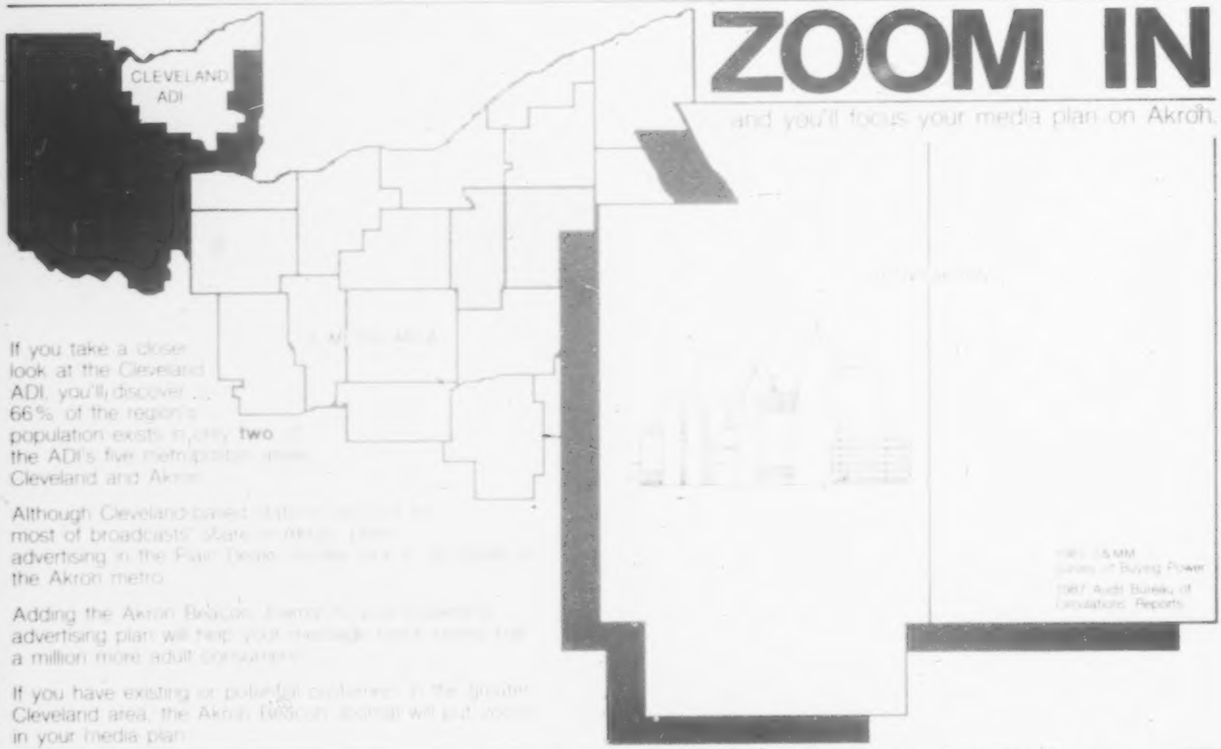
# Ohio

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AKRON** | **648.5** | **.2640** | **32.4** | **11.9** | **17.4** | **19.5** | **26.0** | **243.8** | **3,994,632** | **860,970** | **424,815** | **461,264** | **173,384** | **840,718** | **154,362** |
| Portage | 140.1 | .0571 | 29.0 | 16.1 | 18.2 | 19.7 | 19.4 | 48.6 | 621,417 | 141,429 | 64,826 | 50,653 | 13,935 | 172,650 | 18,252 |
| • Kent | 28.7 | .0117 | 24.3 | 36.6 | 20.3 | 11.5 | 14.6 | 10.2 | 218,106 | 35,608 | 27,301 | 30,904 | 3,973 | 19,396 | 3,793 |
| Summit | 508.4 | .2069 | 33.3 | 10.7 | 17.3 | 19.4 | 27.7 | 195.2 | 3,373,215 | 719,541 | 359,989 | 410,611 | 159,449 | 668,068 | 136,110 |
| • Akron | 223.1 | .0908 | 32.8 | 12.2 | 17.6 | 16.3 | 29.8 | 90.6 | 1,566,130 | 292,780 | 173,434 | 269,526 | 77,453 | 289,518 | 61,289 |
| • Barberton | 27.9 | .0114 | 33.5 | 11.8 | 16.9 | 16.5 | 30.9 | 11.1 | 149,654 | 36,427 | 18,574 | 17,716 | 3,089 | 31,765 | 7,891 |
| Cuyahoga Falls | 49.2 | .0200 | 35.5 | 10.8 | 16.9 | 17.7 | 29.5 | 19.8 | 319,051 | 72,806 | 38,026 | 12,956 | 13,185 | 91,088 | 19,411 |
| SUBURBAN TOTAL | 368.8 | .1501 | 32.9 | 9.9 | 17.3 | 22.2 | 24.1 | 131.9 | 2,060,742 | 496,155 | 205,506 | 143,118 | 88,869 | 440,039 | 81,389 |
| **CANTON** | **404.7** | **.1649** | **33.2** | **10.1** | **17.0** | **19.8** | **27.1** | **148.2** | **2,372,321** | **513,639** | **234,083** | **299,506** | **118,114** | **490,480** | **84,332** |
| Carroll | 28.1 | .0115 | 32.1 | 9.2 | 17.3 | 19.5 | 25.5 | 9.8 | 92,762 | 17,764 | 5,576 | 9,056 | 3,046 | 29,774 | 845 |
| Stark | 376.6 | .1534 | 33.3 | 10.1 | 17.1 | 19.8 | 27.2 | 138.4 | 2,279,559 | 495,875 | 228,507 | 290,450 | 115,068 | 460,706 | 83,487 |
| • Canton | 88.0 | .0358 | 33.3 | 11.3 | 15.8 | 16.0 | 31.1 | 35.8 | 661,230 | 114,971 | 38,584 | 85,057 | 28,228 | 161,868 | 24,920 |
| • Massillon | 32.5 | .0132 | 34.3 | 10.8 | 15.5 | 17.8 | 31.3 | 12.6 | 270,050 | 78,820 | 16,885 | 18,444 | 8,312 | 73,915 | 10,126 |
| SUBURBAN TOTAL | 284.2 | .1159 | 33.1 | 9.6 | 17.3 | 21.2 | 25.4 | 99.8 | 1,441,041 | 319,848 | 158,614 | 195,975 | 81,574 | 254,697 | 49,286 |
| **CINCINNATI** | **1,423.6** | **.5796** | **32.0** | **11.1** | **17.3** | **19.4** | **25.4** | **534.9** | **9,513,583** | **1,942,762** | **1,038,668** | **1,485,433** | **441,873** | **1,991,991** | **417,075** |
| Clermont | 142.7 | .0581 | 29.8 | 10.6 | 19.0 | 21.1 | 18.9 | 49.9 | 716,698 | 149,712 | 50,601 | 128,431 | 36,167 | 185,582 | 19,500 |
| Hamilton | 863.3 | .3515 | 32.8 | 11.4 | 17.0 | 18.9 | 27.3 | 337.6 | 6,488,524 | 1,270,732 | 732,892 | 1,018,660 | 301,281 | 1,445,915 | 273,563 |
| • Cincinnati | 371.8 | .1514 | [illegible] | [illegible] | 18.4 | 15.4 | 29.2 | 161.5 | 2,587,488 | 474,388 | 343,235 | 368,298 | 101,127 | 573,053 | 122,852 |
| Warren | 106.4 | .0433 | 30.8 | 10.9 | 18.8 | 22.3 | 19.7 | 36.3 | 432,297 | 122,079 | 47,860 | 61,073 | 19,467 | [illegible] | 18,725 |
| *Dearborn, Ind.* | *38.4* | *.0156* | *32.2* | *9.0* | *16.4* | *20.5* | *25.0* | *13.2* | *143,407* | *37,522* | *11,363* | *15,558* | *6,083* | *32,696* | *7,853* |
| *Boone, Ky.* | *52.1* | *.0212* | *30.0* | *10.0* | *19.3* | *21.6* | *18.8* | *17.7* | *565,431* | *84,059* | *61,930* | *130,927* | *17,293* | *89,433* | *22,088* |
| *Campbell, Ky.* | *81.2* | *.0331* | *32.3* | *11.0* | *15.9* | *18.4* | *27.3* | *29.2* | *395,160* | *96,250* | *43,580* | *32,540* | *19,923* | *70,358* | *32,225* |
| *Kenton, Ky.* | *139.5* | *.0568* | *31.6* | *10.8* | *17.2* | *18.8* | *23.3* | *51.0* | *772,066* | *182,408* | *90,442* | *98,244* | *41,659* | *116,088* | *43,121* |
| *Covington* | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | *351,774* | *71,834* | *46,329* | *24,188* | *19,682* | *97,629* | *18,170* |
| SUBURBAN TOTAL | 1,051.8 | .4282 | 32.0 | 10.3 | 17.0 | 20.9 | 23.9 | 373.4 | 6,926,095 | 1,468,374 | 695,433 | 1,117,135 | 340,746 | 1,418,938 | 294,223 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1,699.0* | *.6917* | *31.8* | *11.5* | *17.5* | *19.6* | *24.8* | *633.3* | *10,810,683* | *2,242,916* | *1,176,637* | *1,633,044* | *499,026* | *2,317,782* | *464,955* |
| **CLEVELAND** | **1,842.7** | **.7502** | **34.0** | **10.2** | **16.8** | **19.8** | **28.6** | **712.3** | **12,736,299** | **2,499,025** | **1,298,222** | **1,847,966** | **647,813** | **2,577,473** | **680,672** |
| Cuyahoga | 1,428.0 | .5814 | 34.7 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 10,354,382 | 1,987,244 | 1,104,119 | 1,342,854 | 561,466 | 1,975,627 | 599,498 |

ZOOM IN

and you'll focus your media plan on Akron.


CLEVELAND ADI
1987 S&MM Survey of Buying Power
1987 Audit Bureau of Circulations' Reports

If you take a closer look at the Cleveland ADI, you'll discover ... 66% of the region's population exists in only two of the ADI's five metropolitan areas: Cleveland and Akron.

Although Cleveland-based [illegible] most of broadcasts' share in Akron, [illegible] advertising in the Plain Dealer [illegible] the Akron metro.

Adding the Akron Beacon Journal to your [illegible] advertising plan will help your message reach [illegible] a million more adult consumers.

If you have existing or potential customers in the greater Cleveland area, the Akron Beacon Journal will put zoom in your media plan.

Akron Beacon Journal

[illegible]

Represented nationally by
Knight-Ridder Newspaper Sales

| OHIO (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| • Cleveland | 534.4 | .2176 | 32.9 | 11.6 | 16.4 | 17.0 | 29.5 | 215.5 | 2,811,736 | 626,640 | 393,083 | 363,043 | 149,554 | 391,068 | 226,531 |
| Cleveland Heights | 55.0 | .0224 | 32.8 | 9.5 | 22.1 | 18.6 | 26.5 | 21.6 | 358,180 | 73,286 | 26,716 | 42,592 | 9,328 | 97,644 | 20,456 |
| Euclid | 56.6 | .0230 | 38.7 | 10.1 | 17.2 | 16.7 | 37.7 | 25.5 | 390,805 | 61,419 | 30,935 | 54,548 | 31,029 | 107,788 | 15,219 |
| Lakewood | 59.0 | .0240 | 33.7 | 10.8 | 20.9 | 17.0 | 30.2 | 27.3 | 303,120 | 66,117 | 36,640 | 5,913 | 5,668 | 121,008 | 17,350 |
| Parma | 90.3 | .0368 | 37.0 | 10.5 | 15.6 | 18.8 | 33.9 | 34.5 | 729,751 | 138,629 | 66,617 | 157,007 | 28,933 | 155,156 | 19,551 |
| Geauga | 77.4 | .0315 | 32.4 | 8.4 | 16.0 | 24.1 | 21.7 | 25.3 | 275,975 | 74,789 | 20,681 | 17,954 | 8,386 | 54,994 | 14,146 |
| Lake | 216.3 | .0880 | 32.2 | 10.0 | 18.1 | 21.8 | 23.1 | 78.4 | 1,572,901 | 300,139 | 133,235 | 250,238 | 56,328 | 427,389 | 35,879 |
| Mentor | 43.5 | .0177 | 31.6 | 8.6 | 19.1 | 24.1 | 19.4 | 15.0 | 596,934 | 74,913 | 44,301 | 157,622 | 30,462 | 126,868 | 10,705 |
| Medina | 121.0 | .0493 | 30.9 | 8.8 | 18.8 | 23.3 | 19.1 | 40.1 | 533,041 | 136,853 | 40,187 | 36,920 | 21,633 | 119,463 | 31,149 |
| SUBURBAN TOTAL | 1,308.3 | .5326 | 34.5 | 9.6 | 17.2 | 20.9 | 28.2 | 496.8 | 9,924,563 | 1,872,385 | 905,139 | 1,484,923 | 498,259 | 2,186,405 | 454,141 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,765.2*** | ***1.1258*** | ***33.3*** | ***10.6*** | ***17.2*** | ***19.7*** | ***27.3*** | ***1,052.7*** | ***18,115,615*** | ***3,680,750*** | ***1,842,358*** | ***2,491,006*** | ***879,502*** | ***3,743,707*** | ***898,131*** |
| **COLUMBUS** | **1,314.2** | **.5351** | **31.1** | **12.8** | **19.2** | **20.1** | **22.4** | **504.1** | **8,959,190** | **1,643,700** | **942,466** | **1,275,548** | **462,540** | **2,163,501** | **293,044** |
| Delaware | 61.3 | .0250 | 31.6 | 11.4 | 17.5 | 22.3 | 21.6 | 21.3 | 230,122 | 49,721 | 19,368 | 11,260 | 5,449 | 69,153 | 7,059 |
| Fairfield | 99.3 | .0404 | 32.8 | 8.6 | 16.9 | 22.7 | 23.5 | 34.8 | 411,942 | 98,314 | 41,527 | 37,925 | 19,949 | 88,708 | 11,798 |
| • Lancaster | 35.5 | .0145 | 33.6 | 10.2 | 16.9 | 18.6 | 29.1 | 14.0 | 308,728 | 71,737 | 31,743 | 29,999 | 18,368 | 61,217 | 9,651 |
| Franklin | 914.1 | .3722 | 30.6 | 13.9 | 19.8 | 19.3 | 22.1 | 363.8 | 7,260,521 | 1,270,148 | 782,394 | 1,115,913 | 391,676 | 1,769,266 | 232,547 |
| • Columbus | 575.2 | .2342 | 29.7 | 16.2 | 21.1 | 17.1 | 21.7 | 236.6 | 4,714,208 | 722,830 | 543,784 | 786,155 | 279,161 | 1,107,051 | 138,244 |
| Licking | 126.9 | .0517 | 32.6 | 10.8 | 16.6 | 21.6 | 24.4 | 46.9 | 572,317 | 115,704 | 59,834 | [illegible] | 30,637 | 121,316 | 21,543 |
| • Newark | 41.8 | .0170 | 33.5 | 11.1 | 17.0 | 17.7 | 29.7 | 17.4 | 335,817 | 82,492 | 30,179 | 63,150 | 9,658 | 59,063 | 14,628 |
| Madison | 34.4 | .0140 | 31.3 | 11.0 | 21.2 | 20.2 | 22.0 | 11.0 | 158,273 | 36,284 | 13,077 | 11,227 | 4,407 | 44,260 | 7,264 |
| Pickaway | 45.7 | .0186 | 32.7 | 10.0 | 17.2 | 23.1 | 22.9 | 15.2 | 221,202 | 51,069 | 18,510 | 13,248 | 7,657 | 45,776 | 9,502 |
| Union | 32.5 | .0132 | 32.4 | 9.9 | 17.4 | 21.2 | 24.3 | 11.1 | 104,813 | 22,460 | 7,756 | 14,811 | 2,765 | 25,022 | 3,331 |
| SUBURBAN TOTAL | 661.7 | .2694 | 32.3 | 10.1 | 17.7 | 23.0 | 22.2 | 236.1 | 3,600,437 | 766,641 | 336,760 | 396,244 | 155,353 | 936,170 | 130,521 |
| **DAYTON - SPRINGFIELD** | **935.0** | **.3806** | **32.6** | **11.0** | **17.4** | **20.9** | **24.9** | **359.8** | **5,904,252** | **1,197,521** | **587,701** | **854,147** | **290,887** | **1,339,367** | **187,493** |
| Clark | 146.7 | .0597 | 33.0 | 10.5 | 16.3 | 19.9 | 26.9 | 55.3 | 731,419 | 152,489 | 62,513 | 126,500 | 26,849 | 153,212 | 25,020 |
| • Springfield | 69.3 | .0282 | 32.5 | 12.5 | 16.3 | 16.1 | 29.8 | 27.9 | 405,976 | 88,383 | 46,066 | 38,326 | 18,934 | 90,539 | 18,157 |
| Greene | 129.9 | .0528 | 31.0 | 13.0 | 17.7 | 22.9 | 19.9 | 46.0 | 662,384 | 146,596 | 51,607 | 50,898 | 14,974 | 232,465 | 14,788 |
| Miami | 91.8 | .0374 | 33.4 | 9.2 | 16.5 | 21.8 | 25.5 | 34.1 | 467,813 | 96,122 | 31,025 | 44,376 | 16,827 | 110,105 | 13,732 |
| Montgomery | 566.6 | .2307 | 32.7 | 10.9 | 17.6 | 20.6 | 25.4 | 224.4 | 4,042,636 | [illegible] | 442,556 | 632,373 | 232,237 | 843,585 | 133,953 |
| • Dayton | 180.4 | .0734 | 31.9 | 13.4 | 17.2 | 16.4 | 28.3 | 77.7 | 1,249,525 | [illegible] | 132,660 | 164,883 | 76,554 | 318,941 | 46,489 |
| Kettering | 60.1 | .0245 | 36.5 | 10.0 | 16.4 | 20.7 | 31.5 | 25.6 | 476,225 | 123,216 | 50,672 | 55,993 | 18,924 | 44,519 | 19,200 |
| SUBURBAN TOTAL | 685.3 | .2790 | 32.8 | 10.2 | 17.5 | 22.6 | 23.5 | 254.2 | 4,248,751 | 906,457 | 408,975 | 650,938 | 195,399 | 929,887 | 122,847 |
| **HAMILTON - MIDDLETOWN** | **275.4** | **.1121** | **30.7** | **13.8** | **17.2** | **20.3** | **22.3** | **98.4** | **1,297,100** | **300,154** | **137,969** | **147,611** | **57,153** | **325,791** | **47,880** |
| Butler | 275.4 | .1121 | 30.7 | 13.8 | 17.2 | 20.3 | 22.3 | 98.4 | 1,297,100 | 300,154 | 137,969 | 147,611 | 57,153 | 325,791 | 47,880 |
| • Hamilton | 64.5 | .0263 | 32.3 | 11.5 | 16.9 | 17.0 | 28.4 | 25.6 | 403,251 | 106,292 | 49,024 | 52,877 | 26,268 | 59,353 | 17,253 |
| • Middletown | 45.2 | .0184 | 33.6 | 10.9 | 16.4 | 18.2 | 29.5 | 18.5 | 300,995 | 69,043 | 32,828 | 62,521 | 15,627 | 50,574 | 9,307 |
| SUBURBAN TOTAL | 165.7 | .0674 | 29.4 | 15.5 | 17.7 | 22.2 | 18.0 | 54.3 | 592,854 | 124,819 | 56,117 | 32,213 | 15,258 | 215,864 | 21,320 |
| **LIMA** | **157.8** | **.0642** | **32.0** | **10.4** | **16.6** | **18.3** | **26.8** | **57.0** | **1,014,043** | **184,221** | **99,206** | **169,865** | **45,569** | **218,470** | **34,192** |
| Allen | 113.0 | .0460 | 32.0 | 10.6 | 16.7 | 18.4 | 26.7 | 41.0 | 804,467 | 138,795 | 78,462 | 154,310 | 35,549 | 169,828 | 26,849 |
| • Lima | 47.2 | .0192 | 31.1 | 11.4 | 16.8 | 15.4 | 28.0 | 18.0 | 290,939 | 71,079 | 21,682 | 17,141 | 13,720 | 66,506 | 17,805 |
| Auglaize | 44.8 | .0182 | 32.1 | 9.9 | 16.8 | 18.1 | 26.9 | 16.0 | 209,576 | 45,426 | 20,744 | 15,555 | 10,020 | 48,642 | 7,343 |
| SUBURBAN TOTAL | 110.6 | .0450 | 32.5 | 10.0 | 16.5 | 19.5 | 26.3 | 39.0 | 723,104 | 113,142 | 77,524 | 152,724 | 31,849 | 151,964 | 16,387 |
| **LORAIN - ELYRIA** | **274.0** | **.1116** | **30.6** | **10.9** | **17.7** | **19.9** | **22.4** | **96.6** | **1,384,684** | **320,755** | **119,321** | **181,776** | **58,305** | **325,516** | **63,097** |
| Lorain | 274.0 | .1116 | 30.6 | 10.9 | 17.7 | 19.9 | 22.4 | 96.6 | 1,384,684 | 320,755 | 119,321 | 181,776 | 58,305 | 325,516 | 63,097 |
| • Elyria | 58.5 | .0236 | [illegible] | 11.8 | 19.0 | [illegible] | 22.9 | [illegible] | 432,045 | 60,612 | 34,202 | 119,211 | 24,772 | 79,975 | 17,690 |
| • Lorain | [illegible] | .0297 | 30.9 | [illegible] | [illegible] | [illegible] | [illegible] | 27.0 | [illegible] | 84,318 | 30,021 | 34,590 | 14,217 | 69,245 | 18,883 |

# #1 is not enough.

Not when it's reaching only 14% of Northeast Ohio's affluent suburbs. By adding the Greater Cleveland Newspaper Networks, you can increase your reach to 82% of this market. That's over 500,000 households, and an annual EBI well over $17 billion. And by letting us deliver your advertising message, you'll receive up to a 25% group discount. In Northeast Ohio, number one will never be enough again.

• 13 Papers - 339,640 Daily Circulation • 8 Papers - 272,708 Daily Circulation

TURN TO
LANDON
FOR RESULTS

GCNN
GREATER CLEVELAND NEWSPAPER NETWORKS

The Greater Cleveland Newspaper Network includes Ashtabula, Chardon, Conneaut, Dover, Elyria, Lake County, Lorain, Mansfield, Massillon, Medina County, Norwalk, Sandusky and Warren.

Represented Nationally by **Landon Associates, Inc.**

For more information call your nearest Landon office or John Ryan/**216-447-6066** or Gary Oliver/**447-3861** at the Cleveland office.

**OHIO** (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SUBURBAN TOTAL | 143.0 | .0583 | 30.7 | 10.4 | 17.6 | 21.9 | 20.6 | 47.4 | 630,380 | 175,825 | 55,098 | 27,975 | 19,316 | 176,296 | 26,524 |
| **MANSFIELD** | **129.3** | **.0526** | **32.6** | **10.6** | **16.9** | **20.7** | **25.3** | **48.5** | **832,328** | **140,115** | **64,817** | **159,837** | **34,135** | **194,132** | **23,557** |
| Richland | 129.3 | .0526 | 32.6 | 10.6 | 16.9 | 20.7 | 25.3 | 48.5 | 832,328 | 140,115 | 64,817 | 159,837 | 34,135 | 194,132 | 23,557 |
| • Mansfield | 51.6 | .0210 | 32.6 | 12.8 | 17.3 | 16.8 | 29.1 | 20.9 | 482,876 | 79,689 | 39,758 | 66,089 | 24,710 | 144,197 | 13,731 |
| SUBURBAN TOTAL | 77.7 | .0316 | 32.6 | 9.2 | 16.7 | 23.2 | 22.8 | 27.6 | 349,452 | 60,426 | 25,059 | 93,748 | 9,425 | 49,935 | 9,826 |
| **PARKERSBURG - MARIETTA** | **157.7** | **.0642** | **33.2** | **10.1** | **16.7** | **20.4** | **26.6** | **59.6** | **968,855** | **178,630** | **81,270** | **152,244** | **45,890** | **219,818** | **46,266** |
| Washington | 65.7 | .0267 | 32.6 | 10.8 | 16.5 | 20.2 | 25.8 | 23.8 | 336,065 | 65,987 | 30,965 | 35,117 | 16,869 | 68,233 | 26,254 |
| • Marietta | 16.6 | .0068 | 33.1 | 15.7 | 15.7 | 16.1 | 30.9 | 6.5 | 192,117 | 35,394 | 22,781 | 29,709 | 10,356 | 28,287 | 20,672 |
| *Wood, W. Va.* | *92.0* | *.0375* | *33.6* | *9.6* | *16.7* | *20.6* | *27.1* | *35.8* | *632,790* | *112,643* | *50,305* | *112,127* | *29,021* | *151,585* | *20,012* |
| • *Parkersburg* | *38.7* | *.0158* | *36.4* | *9.7* | *15.4* | *17.8* | *34.0* | *16.6* | *432,115* | *89,349* | *35,722* | *63,417* | *15,401* | *121,707* | *16,795* |
| SUBURBAN TOTAL | 102.4 | .0416 | 32.2 | 9.4 | 17.1 | 22.1 | 23.1 | 36.5 | 339,623 | 53,887 | 22,767 | 59,118 | 20,133 | 69,824 | 8,799 |
| **STEUBENVILLE - WEIRTON** | **152.6** | **.0622** | **34.3** | **10.3** | **16.0** | **19.2** | **29.6** | **57.1** | **731,105** | **199,244** | **64,297** | **91,824** | **34,524** | **129,402** | **33,278** |
| Jefferson | 84.9 | .0346 | 34.9 | 10.0 | 15.6 | 19.0 | 30.9 | 31.7 | 412,344 | 97,289 | 29,903 | 61,550 | 21,948 | 83,082 | 14,125 |
| • Steubenville | 23.4 | .0095 | 39.0 | 11.0 | 14.2 | 16.6 | 38.1 | 9.3 | 227,640 | 36,249 | 17,007 | 47,442 | 15,713 | 41,424 | 10,402 |
| *Brooke, W. Va.* | *29.1* | *.0119* | *33.2* | *11.9* | *16.1* | *19.4* | *27.7* | *10.6* | *111,217* | *32,077* | *14,154* | *7,692* | *6,596* | *16,391* | *6,327* |
| *Hancock, W. Va.* | *38.6* | *.0157* | *33.8* | *9.9* | *16.5* | *19.7* | *28.3* | *14.8* | *207,544* | *69,878* | *20,240* | *22,582* | *5,980* | *29,929* | *12,826* |
| • *Weirton* | *23.2* | *.0094* | *36.6* | *10.3* | *15.4* | *19.2* | *32.8* | *9.3* | *195,531* | *55,106* | *19,930* | *24,392* | *6,187* | *33,817* | *11,940* |
| SUBURBAN TOTAL | 106.0 | .0433 | 33.1 | 10.2 | 16.6 | 19.8 | 27.0 | 38.5 | 307,934 | 107,889 | 27,360 | 19,990 | 12,624 | 54,161 | 10,936 |
| **TOLEDO** | **615.6** | **.2505** | **31.3** | **12.7** | **17.5** | **18.0** | **25.6** | **232.0** | **4,732,575** | **917,535** | **483,905** | **841,574** | **266,739** | **974,113** | **202,566** |
| Fulton | 40.7 | .0165 | 31.1 | 9.7 | 17.2 | 19.4 | 24.0 | 14.3 | 214,895 | 44,742 | 11,490 | 11,902 | 15,684 | 69,799 | 8,363 |
| Lucas | 462.1 | .1881 | 32.1 | 11.2 | 17.6 | 18.0 | 26.9 | 179.0 | 3,770,428 | 704,019 | 397,675 | 729,050 | 208,726 | 767,949 | 160,402 |
| • Toledo | 341.0 | .1388 | 32.0 | 11.7 | 17.7 | 16.7 | 28.1 | 135.8 | 2,559,789 | 522,752 | 303,527 | 597,304 | 122,355 | 275,795 | 127,429 |
| Wood | 112.8 | .0459 | 28.3 | 19.8 | 17.4 | 17.6 | 20.8 | 38.7 | 747,252 | 168,774 | 74,740 | 100,622 | 42,329 | 136,365 | 33,801 |
| • Bowling Green | 26.2 | .0107 | 23.2 | 50.8 | 13.8 | 10.3 | 12.7 | 7.6 | 219,268 | 47,740 | 25,085 | 24,699 | 8,480 | 52,409 | 8,794 |
| SUBURBAN TOTAL | 248.4 | .1010 | 31.7 | 10.0 | 17.6 | 20.7 | 23.5 | 88.6 | 1,953,518 | 347,043 | 155,293 | 219,571 | 135,904 | 645,909 | 66,343 |
| **YOUNGSTOWN - WARREN** | **512.0** | **.2085** | **33.9** | **10.1** | **16.5** | **19.2** | **28.9** | **190.9** | **2,925,554** | **588,354** | **275,473** | **462,799** | **142,421** | **561,942** | **109,021** |
| Mahoning | 276.6 | .1126 | 34.5 | 10.3 | 16.0 | 18.4 | 30.8 | 103.7 | 1,650,107 | 338,043 | 151,274 | 239,485 | 91,716 | 312,918 | 65,893 |
| • Youngstown | 105.8 | .0431 | 34.4 | 11.2 | 15.5 | 15.4 | 35.6 | 40.7 | 583,036 | 154,824 | 49,085 | 36,861 | 19,943 | 142,476 | 30,160 |
| Trumbull | 235.4 | .0959 | 33.2 | 9.8 | 16.9 | 20.2 | 26.7 | 87.2 | 1,275,447 | 250,311 | 124,199 | 223,314 | 50,705 | 249,024 | 43,128 |
| • Warren | 52.8 | .0215 | 33.7 | 10.7 | 16.1 | 17.4 | 30.4 | 20.9 | 409,464 | 91,734 | 46,746 | 15,002 | 20,495 | 131,201 | 18,163 |
| SUBURBAN TOTAL | 353.4 | .1439 | 33.8 | 9.6 | 16.9 | 20.6 | 27.3 | 129.3 | 1,933,054 | 341,796 | 179,642 | 410,935 | 101,983 | 288,265 | 60,698 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |

HOT
The Toledo Market
Newspaper Audience
MSA ADI

OFF THE PRESS!

Toledo MSA and ADI demographics and Blade audience breakouts are in The Toledo Market, a new study by Market Opinion Research. Tables include readership cumes: 5 dailies, 76%; 4 Sundays, 87%. With full color photos and life-style activity info, you'll get to know us like a book. Get our book while it's hot!

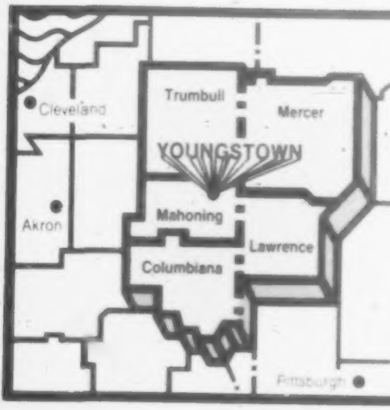
CALL COLLECT:
419/245-6400

THE BLADE
One Of America's Great Newspapers
Member Metropolitan Sunday Newspapers

Donald E. Earnhart, Manager
General Advertising Division
541 Superior Street, Toledo, Ohio 43660-0601

## OHIO (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adams | 26.2 | .0107 | 32.3 | 9.7 | 14.7 | 18.9 | 27.1 | 9.2 | 72,722 | 15,961 | 2,516 | 5,781 | 1,692 | 27,088 | 3,233 |
| Ashland | 46.6 | .0189 | 32.4 | 11.8 | 15.9 | 19.7 | 26.2 | 16.7 | 221,935 | 55,826 | 19,681 | 13,028 | 9,931 | 60,453 | 7,176 |
| Ashtabula | 102.8 | .0419 | 32.9 | 9.3 | 16.4 | 19.0 | 27.5 | 37.2 | 527,179 | 141,945 | 42,051 | 63,978 | 17,319 | 116,167 | 17,518 |
| Athens | 57.9 | .0236 | 27.5 | 24.5 | 16.5 | 16.0 | 21.6 | 19.6 | 255,004 | 56,494 | 27,186 | 23,860 | 12,663 | 51,608 | 6,403 |
| ☐ Belmont | 79.2 | .0323 | 34.9 | 9.4 | 16.2 | 18.0 | 31.9 | 30.7 | 520,319 | 110,932 | 37,014 | 140,902 | 21,535 | 72,600 | 17,893 |
| Brown | 35.2 | .0143 | 32.1 | 9.4 | 15.7 | 19.5 | 26.0 | 12.4 | 70,311 | 24,875 | 7,497 | 1,926 | 1,664 | 10,443 | 2,060 |
| Champaign | 35.0 | .0142 | 33.1 | 9.6 | 16.3 | 20.7 | 26.3 | 12.9 | 114,626 | 38,221 | 7,939 | 7,134 | 3,786 | 18,518 | 5,770 |
| Clinton | 36.1 | .0147 | 32.2 | 10.9 | 16.4 | 19.2 | 26.3 | 13.5 | 180,939 | 50,003 | 13,151 | 9,052 | 8,262 | 51,833 | 6,258 |
| Columbiana | 111.0 | .0452 | 33.4 | 9.6 | 16.4 | 19.2 | 28.2 | 41.3 | 515,500 | 133,497 | 37,824 | 50,930 | 23,291 | 126,597 | 18,430 |
| Coshocton | 36.8 | .0150 | 34.0 | 9.1 | 15.9 | 19.8 | 28.5 | 14.0 | 138,278 | 39,457 | 12,478 | 12,075 | 5,572 | 23,270 | 5,795 |
| Crawford | 49.1 | .0200 | 33.3 | 9.7 | 16.1 | 20.3 | 27.0 | 18.6 | 188,732 | 52,962 | 18,494 | 14,114 | 5,854 | 38,544 | 9,202 |
| Darke | 56.7 | .0230 | 32.5 | 9.5 | 16.1 | 19.5 | 26.4 | 20.6 | 232,354 | 44,974 | 18,403 | 15,680 | 8,508 | 75,841 | 6,931 |
| Defiance | 40.9 | .0167 | 30.2 | 11.3 | 17.0 | 19.2 | 22.6 | 14.3 | 201,724 | 46,376 | 12,889 | 22,708 | 8,666 | 46,993 | 6,981 |
| Erie | 78.9 | .0321 | 32.9 | 10.0 | 16.6 | 20.2 | 26.3 | 29.1 | 489,832 | 88,975 | 56,392 | 81,060 | 22,119 | 100,534 | 16,324 |
| Fayette | 27.5 | .0112 | 33.4 | 9.3 | 16.5 | 19.8 | 27.5 | 10.1 | 146,180 | 38,935 | 13,539 | 9,882 | 3,475 | 20,206 | 6,662 |
| Gallia | 31.0 | .0127 | 32.7 | 11.3 | 16.2 | 20.5 | 25.8 | 10.9 | 161,663 | 34,260 | 12,498 | 18,146 | 9,917 | 33,068 | 5,950 |
| Guernsey | 41.1 | .0168 | 33.6 | 9.4 | ~~16.2~~ | 18.5 | 29.2 | 15.1 | 169,961 | 41,501 | 21,355 | 21,191 | 7,747 | 27,083 | 3,002 |
| Hancock | 65.1 | .0265 | 32.2 | 10.7 | 16.9 | 19.8 | 25.4 | 24.9 | 342,030 | 63,371 | 34,017 | 44,316 | 16,086 | 97,653 | 10,916 |
| Hardin | 32.6 | .0132 | 30.9 | 14.6 | 15.9 | 18.0 | 25.4 | 11.9 | 116,784 | 38,065 | 10,557 | 9,822 | 5,889 | 18,215 | 5,329 |
| Harrison | 16.8 | .0069 | 34.0 | 9.1 | 15.8 | 18.4 | 30.0 | 6.1 | 39,638 | 11,820 | 1,733 | 672 | 1,092 | 15,423 | 1,481 |
| Henry | 28.5 | .0116 | 32.3 | 10.2 | 16.1 | 19.0 | 26.6 | 10.4 | 151,628 | 31,637 | 9,079 | 10,997 | 6,628 | 37,317 | 7,144 |
| Highland | 35.8 | .0146 | 34.3 | 9.0 | 14.9 | 19.1 | 29.8 | 13.4 | 131,029 | 38,671 | 10,436 | 10,015 | 3,911 | 27,000 | 9,624 |
| Hocking | 25.6 | .0104 | 33.1 | 9.8 | 15.9 | 20.0 | 26.9 | 9.7 | 96,899 | 20,505 | 6,390 | 11,198 | 1,894 | 22,295 | 3,450 |
| Holmes | 30.5 | .0124 | 28.0 | 10.2 | 16.0 | 17.5 | 21.2 | 8.9 | 91,843 | 19,295 | 6,720 | 2,489 | 4,223 | 18,046 | 1,230 |
| Huron | 56.1 | .0228 | 31.2 | 10.0 | 16.9 | 19.2 | 24.4 | 20.3 | 253,628 | 52,639 | 22,079 | 24,174 | 14,469 | 75,150 | 11,405 |
| Jackson | 30.4 | .0124 | 33.1 | 9.6 | 15.7 | 18.6 | 28.3 | 11.1 | 117,829 | 24,181 | 7,963 | 13,265 | 4,174 | 24,271 | 9,393 |
| Knox | 48.4 | .0197 | 33.0 | 13.0 | 15.4 | 19.4 | 27.4 | 17.5 | 198,147 | 49,515 | 18,511 | 22,660 | 7,445 | 46,031 | 7,712 |
| ☐ Lawrence | 63.8 | .0260 | 32.9 | 9.2 | 15.9 | 20.4 | 26.3 | 23.3 | 184,240 | 55,008 | 14,671 | 16,687 | 13,387 | 28,904 | 12,446 |
| Logan | 41.4 | .0168 | 33.6 | 9.1 | 16.0 | 18.3 | 29.5 | 15.6 | 156,016 | 36,448 | 11,535 | 10,296 | 4,515 | 37,801 | 7,006 |
| Marion | 65.5 | .0267 | 32.0 | 10.0 | 18.7 | 20.3 | 24.2 | 23.7 | 327,029 | 63,505 | 29,434 | 52,678 | 13,647 | 75,617 | 9,181 |
| Meigs | 24.4 | .0099 | 33.5 | 9.1 | 16.2 | 19.2 | 28.4 | 9.0 | 66,673 | 17,799 | 4,500 | 2,917 | 6,791 | 13,036 | 4,646 |
| Mercer | 39.6 | .0161 | 30.5 | 10.8 | 16.0 | 17.2 | 25.5 | 13.3 | 150,206 | 33,295 | 14,474 | 22,148 | 5,953 | 30,863 | 5,251 |
| Monroe | 16.2 | .0066 | 33.3 | 9.2 | 16.2 | 19.4 | 27.9 | 6.1 | 46,775 | 15,698 | 1,575 | 2,488 | 814 | 13,948 | 1,603 |
| Morgan | 14.5 | .0059 | 33.7 | 8.6 | 15.2 | 18.4 | 29.7 | 5.2 | 34,542 | 11,168 | 2,331 | 917 | 1,212 | 10,141 | 1,149 |
| Morrow | 28.0 | .0114 | 31.6 | 9.0 | 16.8 | 21.6 | 22.7 | 9.8 | 56,328 | 12,422 | 5,506 | 3,124 | 1,054 | 12,482 | 1,262 |
| Muskingum | 84.6 | .0344 | 32.7 | 10.6 | 15.9 | 19.1 | 27.2 | 31.7 | 448,284 | 88,980 | 40,410 | 66,003 | 20,278 | 92,814 | 16,979 |
| Noble | 11.7 | .0048 | 33.4 | 9.6 | 15.1 | 17.5 | 30.1 | 4.3 | 40,117 | 10,440 | 1,922 | 442 | 1,713 | 13,675 | 1,012 |
| Ottawa | 40.9 | .0166 | 34.2 | 9.2 | 15.7 | 20.0 | 28.7 | 15.4 | 263,022 | 56,778 | 34,759 | 12,069 | 8,594 | 72,562 | 6,910 |
| Paulding | 21.6 | .0088 | 30.3 | 10.2 | 16.7 | 19.4 | 22.7 | 7.5 | 45,772 | 12,959 | 3,573 | 345 | 3,768 | 12,957 | 2,080 |
| Perry | 32.9 | .0134 | 31.5 | 10.2 | 15.8 | 18.0 | 26.4 | 11.5 | 69,409 | 24,051 | 4,212 | 4,204 | 1,511 | 17,119 | 2,870 |
| Pike | 24.8 | .0101 | 32.7 | [illegible] | 15.3 | 19.6 | 26.9 | 8.9 | 92,660 | 22,880 | 6,930 | 5,012 | 2,725 | 18,390 | 5,636 |
| Preble | 40.7 | .0165 | 32.9 | 9.2 | 16.6 | 20.9 | 25.6 | 14.7 | 103,094 | 29,223 | 12,086 | 1,990 | 2,371 | 15,863 | 4,195 |
| Putnam | 33.5 | .0137 | 29.5 | 11.3 | 15.7 | 17.4 | 24.0 | [illegible] | 122,616 | 31,400 | 11,472 | 1,890 | 5,473 | 31,702 | 6,709 |
| Ross | 68.5 | .0279 | 34.2 | 9.4 | 16.9 | 21.5 | 27.1 | 23.8 | 281,842 | 61,434 | 25,186 | 50,084 | 14,977 | 48,697 | 11,502 |
| Sandusky | 65.0 | .0265 | 31.6 | 10.3 | 16.5 | 19.7 | 25.4 | 23.6 | 348,348 | 86,613 | 29,013 | 24,460 | 15,806 | 65,906 | 15,495 |
| Scioto | 83.0 | .0338 | 33.5 | 9.5 | 15.9 | 18.8 | 28.9 | 30.2 | 413,364 | 79,769 | 37,245 | 61,641 | 27,962 | 99,016 | 11,450 |
| Seneca | 62.9 | .0252 | 31.1 | 11.3 | 16.4 | 18.0 | 25.6 | 21.8 | 248,303 | 54,161 | 21,394 | 23,047 | 12,410 | 32,548 | 10,728 |
| Shelby | 44.3 | .0180 | 30.7 | 10.2 | 17.1 | 19.0 | 23.6 | 15.1 | 153,985 | 41,134 | 18,495 | 9,059 | 5,158 | 33,772 | 6,447 |
| Tuscarawas | 86.5 | .0352 | 33.9 | 9.7 | 16.4 | 19.3 | 28.8 | 33.1 | 389,086 | 80,438 | 32,218 | 41,368 | 20,659 | 92,476 | 11,924 |
| Van Wert | 31.0 | .0127 | 33.3 | 9.6 | 16.5 | 18.4 | 28.8 | 11.6 | 111,402 | 26,473 | 9,838 | 6,916 | 2,706 | 37,146 | 5,311 |
| Vinton | 12.1 | .0049 | 32.1 | 9.9 | 15.9 | 16.8 | 26.7 | 4.3 | 18,012 | 5,109 | 1,021 | 264 | 574 | 3,765 | 421 |
| Wayne | 103.6 | .0422 | 30.8 | 11.8 | 17.7 | 19.6 | 22.8 | 36.2 | 447,950 | 107,583 | 35,562 | 39,733 | 23,453 | 124,684 | 11,914 |
| Williams | 38.0 | .0155 | 32.4 | 10.0 | 16.4 | 19.3 | 26.5 | 14.1 | 177,881 | 39,677 | 16,873 | 14,156 | 2,363 | 35,209 | 6,285 |
| Wyandot | 22.8 | .0093 | 33.1 | 10.1 | 13.6 | 19.0 | 28.0 | [illegible] | 90,894 | 16,916 | 9,023 | 4,171 | 5,747 | 22,661 | 3,135 |
| **TOTAL METRO COUNTIES** | **8,515.2** | **3.4668** | **32.5** | **11.3** | **17.4** | **19.7** | **25.9** | **3,224.9** | **55,243,465** | **11,037,728** | **5,611,884** | **8,164,313** | **2,727,714** | **11,947,738** | **2,262,722** |
| **TOTAL STATE** | **10,834.9** | **4.4112** | **32.5** | **11.1** | **17.3** | **19.6** | **26.0** | **4,064.3** | **65,173,470** | **13,358,041** | **6,483,849** | **9,145,888** | **3,156,225** | **14,242,235** | **2,629,202** |



This is big buy country!

- More EBI than Toledo
- Larger population than Tulsa
- Bigger retail market than Omaha

Represented nationally by Sawyer-Ferguson-Walker

THE VINDICATOR delivers a $4 billion retail market (one of the biggest in eastern Ohio and western Pennsylvania) — most effectively. Here's what you get:

Daily 93,482 Sunday 143,099

Newspaper Primary Market

The Vindicator

Youngstown, Ohio

**OHIO**

| METRO AREA<br>County<br>City | EFFECTIVE BUYING INCOME—1987<br>Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **AKRON** | **8,332,810** | **26,827** | **20.4** | **28.1** | **19.3** | **15.6** | **.2604** |
| Portage | 1,799,392 | 29,560 | 17.9 | 29.2 | 21.0 | 18.3 | .0515 |
| • Kent | 326,461 | 22,156 | 22.6 | 25.5 | 15.1 | 13.7 | .0117 |
| Summit | 6,533,418 | 26,108 | 21.0 | 27.7 | 18.9 | 15.0 | .2089 |
| • Akron | 2,571,228 | 20,874 | 24.3 | 27.1 | 14.6 | 10.0 | .0887 |
| • Barberton | 306,227 | 21,053 | 26.3 | 28.5 | 14.3 | 9.5 | .0100 |
| Cuyahoga Falls | 661,419 | 27,997 | 20.5 | 31.5 | 23.1 | 12.1 | .0205 |
| SUBURBAN TOTAL | 5,128,894 | 31,755 | 17.0 | 28.7 | 23.3 | 20.2 | .1500 |
| **CANTON** | **4,629,999** | **25,378** | **21.4** | **30.8** | **19.3** | **11.1** | **.1513** |
| Carroll | 286,122 | 23,623 | 23.7 | 31.7 | 17.1 | 9.3 | .0085 |
| Stark | 4,343,877 | 25,509 | 21.1 | 30.9 | 19.3 | 11.3 | .1428 |
| • Canton | 922,208 | 19,362 | 25.1 | 27.6 | 12.5 | 7.8 | .0348 |
| • Massillon | 346,513 | 21,307 | 25.4 | 28.0 | 16.9 | 8.0 | .0133 |
| SUBURBAN TOTAL | 3,361,278 | 28,012 | 19.5 | 32.4 | 21.9 | 12.7 | .1036 |
| **CINCINNATI** | **19,227,042** | **27,575** | **19.5** | **26.6** | **19.2** | **18.1** | **.6012** |
| Clermont | 1,675,240 | 28,226 | 19.0 | 32.0 | 22.5 | 13.1 | .0518 |
| Hamilton | 12,376,010 | 26,998 | 19.5 | 25.2 | 17.8 | 19.5 | .3895 |
| • Cincinnati | 4,755,368 | 20,130 | 23.7 | 25.3 | 13.2 | 11.9 | .1548 |
| Warren | 1,460,643 | 33,588 | 15.9 | 26.6 | 24.4 | 22.8 | .0398 |
| *Dearborn, Ind.* | *422,560* | *26,567* | *20.2* | *29.9* | *19.7* | *13.2* | *.0125* |
| *Boone, Ky.* | *609,448* | *28,669* | *18.9* | *31.7* | *23.7* | *12.9* | *.0248* |
| *Campbell, Ky.* | *995,012* | *26,864* | *20.8* | *26.9* | *20.4* | *15.6* | *.0300* |
| *Kenton, Ky.* | *1,688,129* | *25,944* | *21.3* | *27.9* | *19.1* | *14.4* | *.0528* |
| *Covington* | *473,230* | *18,420* | *26.5* | *25.2* | *13.0* | *8.2* | *.0180* |

# CINCINNATI

A · MARKET · OF · OPPORTUNITY

Cincinnati has a large and diverse economic base, features a stable population base, has a competitive retail base and is relatively isolated from other major markets. Cincinnati is one of only twenty-two markets to be named a Consolidated Metropolitan Area.*

The one million plus adults in the 8-county Cincinnati CMSA enjoy more than $18 billion in effective buying income and generated more than $9.7 billion in retail sales.*

CINCINNATI NEWSPAPERS

Cincinnati daily newspapers deliver significant shares of most market segments. The Enquirer and The Post are particularly adept at reaching the adults who can and do buy more of everything.

Cincinnati CMSA Net Unduplicated Readers of The Daily Enquirer and The Daily Post**

| TOTAL ADULTS | Average Issue Reach | Five Issue Reach |
|---|---|---|
| [illegible] | [illegible]<br>[illegible] | 921,800<br>85.4% |
| [illegible] | [illegible]<br>[illegible] | 156,300<br>89.7% |
| [illegible] | [illegible]<br>[illegible] | 180,900<br>81.5% |
| [illegible] | [illegible]<br>[illegible] | 212,900<br>82.4% |

The Enquirer and The Post are the media of opportunity in the market of opportunity. For more details, contact the newspapers or Gannett Media Sales New York Office (212) 715-5300.

**The Enquirer and The Post** / Gannett Media Sales

617 Vine Street, Cincinnati, Ohio 45202 (513) 721-2700 / [illegible] MAGNET

## OHIO (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| SUBURBAN TOTAL | 14,471,674 | 30,916 | 17.6 | 27.3 | 21.8 | 20.7 | .4464 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***22,470,502*** | ***27,443*** | ***19.5*** | ***26.9*** | ***19.3*** | ***17.5*** | ***.6995*** |
| **CLEVELAND** | **25,242,246** | **27,520** | **19.1** | **26.6** | **18.9** | **17.9** | **.7914** |
| Cuyahoga | 19,594,134 | 25,990 | 19.9 | 25.6 | 17.7 | 17.3 | .6233 |
| • Cleveland | 5,436,419 | 18,245 | 22.9 | 24.5 | 13.3 | 8.5 | .1830 |
| Cleveland Heights | 864,324 | 30,166 | 18.2 | 26.8 | 18.5 | 23.5 | .0249 |
| Euclid | 856,851 | 26,506 | 21.1 | 28.1 | 18.5 | 16.2 | .0256 |
| Lakewood | 913,322 | 25,079 | 24.1 | 29.2 | 16.7 | 15.0 | .0250 |
| Parma | 1,304,445 | 31,696 | 18.2 | 29.5 | 23.7 | 19.3 | .0419 |
| Geauga | 1,145,872 | 35,728 | 13.8 | 26.4 | 23.4 | 27.8 | .0296 |
| Lake | 2,861,793 | 30,383 | 18.0 | 31.4 | 23.4 | 16.8 | .0927 |
| Mentor | 614,265 | 34,211 | 12.7 | 32.0 | 26.2 | 22.3 | .0247 |
| Medina | 1,640,447 | 34,315 | 14.6 | 27.9 | 25.4 | 23.2 | .0458 |
| SUBURBAN TOTAL | 19,805,827 | 31,397 | 17.6 | 27.3 | 21.4 | 22.0 | .6084 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***36,958,721*** | ***27,558*** | ***19.3*** | ***27.1*** | ***19.4*** | ***17.2*** | ***1.1538*** |
| **COLUMBUS** | **17,062,832** | **25,789** | **21.6** | **28.3** | **18.2** | **15.2** | **.5474** |
| Delaware | 806,518 | 30,187 | 18.7 | 28.6 | 21.4 | 19.3 | .0221 |
| Fairfield | 1,103,886 | 25,412 | 22.5 | 31.4 | 19.0 | 11.1 | .0333 |
| • Lancaster | 398,104 | 21,045 | 26.2 | 30.6 | 13.6 | 8.1 | .0151 |
| Franklin | 12,371,493 | 25,481 | 21.7 | 27.6 | 17.7 | 15.7 | .4086 |
| • Columbus | 7,704,152 | 22,343 | 24.0 | 27.6 | 15.6 | 11.9 | .2493 |
| Licking | 1,560,259 | 26,447 | 21.5 | 28.5 | 20.3 | 13.7 | .0457 |
| • Newark | 511,734 | 21,830 | 24.8 | 28.4 | 15.3 | 10.4 | .0179 |
| Madison | 327,317 | 23,730 | 24.9 | 31.1 | 16.8 | 9.9 | .0110 |
| Pickaway | 492,034 | 25,327 | 22.1 | 31.2 | 18.6 | 12.1 | .0157 |
| Union | 401,325 | 28,727 | 17.5 | 31.0 | 18.7 | 18.9 | .0110 |
| SUBURBAN TOTAL | 9,048,842 | 30,132 | 18.7 | 28.8 | 21.3 | 19.3 | .2651 |
| **DAYTON - SPRINGFIELD** | **12,255,639** | **26,402** | **20.8** | **28.0** | **18.8** | **15.8** | **.3823** |
| Clark | 1,753,211 | 24,945 | 21.2 | 29.5 | 18.4 | 12.3 | .0536 |
| • Springfield | 772,663 | 20,280 | 23.8 | 27.6 | 14.0 | 8.9 | .0256 |
| Greene | 1,855,927 | 32,511 | 16.3 | 26.0 | 21.4 | 24.3 | .0525 |
| Miami | 1,130,835 | 26,505 | 21.4 | 30.2 | 19.7 | 13.9 | .0342 |
| Montgomery | 7,515,666 | 25,578 | 21.5 | 27.6 | 18.3 | 15.2 | .2420 |
| • Dayton | 1,942,811 | 18,223 | 25.6 | 25.6 | 12.8 | 7.7 | .0693 |
| Kettering | 991,923 | 29,708 | 21.5 | 26.7 | 20.9 | 20.1 | .0287 |
| SUBURBAN TOTAL | 9,540,165 | 29,748 | 19.0 | 28.6 | 21.2 | 19.1 | .2874 |
| **HAMILTON - MIDDLETOWN** | **3,243,460** | **26,833** | **19.8** | **28.4** | **20.0** | **14.4** | **.0983** |
| Butler | 3,243,460 | 26,833 | 19.8 | 28.4 | 20.0 | 14.4 | .0983 |
| • Hamilton | 695,424 | 20,866 | 23.6 | 28.7 | 13.9 | 9.1 | .0239 |
| • Middletown | 545,251 | 22,491 | 22.1 | 26.6 | 16.1 | 12.1 | .0180 |
| SUBURBAN TOTAL | 2,002,785 | 30,976 | 17.2 | 28.9 | 24.2 | 17.7 | .0564 |
| **LIMA** | **1,861,005** | **25,883** | **21.6** | **29.6** | **18.7** | **13.8** | **.0616** |
| Allen | 1,343,739 | 25,723 | 21.3 | 28.4 | 18.7 | 14.3 | .0458 |
| • Lima | 503,298 | 21,089 | 24.0 | 27.1 | 14.8 | 10.3 | .0174 |
| Auglaize | 517,266 | 26,233 | 22.5 | 32.6 | 18.8 | 12.7 | .0158 |
| SUBURBAN TOTAL | 1,357,707 | 28,083 | 20.6 | 30.6 | 20.5 | 15.5 | .0442 |
| **LORAIN - ELYRIA** | **3,383,665** | **29,384** | **17.1** | **29.7** | **22.6** | **16.0** | **.1020** |
| Lorain | 3,383,665 | 29,384 | 17.1 | 29.7 | 22.6 | 16.0 | .1020 |
| • Elyria | 716,416 | 26,314 | 19.7 | 31.0 | 19.7 | 13.0 | .0243 |
| • Lorain | 857,628 | 26,178 | 18.9 | 27.1 | 20.2 | 13.6 | .0256 |
| SUBURBAN TOTAL | 1,809,621 | 32,228 | 14.9 | 30.5 | 25.3 | 18.8 | .0521 |
| **MANSFIELD** | **1,540,282** | **25,169** | **22.7** | **30.2** | **18.7** | **11.9** | **.0508** |
| Richland | 1,540,282 | 25,169 | 22.7 | 30.2 | 18.7 | 11.9 | .0508 |
| • Mansfield | 592,139 | 20,220 | 26.9 | 27.2 | 14.1 | 9.1 | .0228 |
| SUBURBAN TOTAL | 948,143 | 28,899 | 19.7 | 32.2 | 22.2 | 14.0 | .0280 |
| **PARKERSBURG - MARIETTA** | **1,681,514** | **22,202** | **24.4** | **30.7** | **16.0** | **8.4** | **.0579** |
| Washington | 674,505 | 22,157 | 24.9 | 31.3 | 16.4 | 7.7 | .0224 |
| • Marietta | 170,021 | 18,467 | 28.6 | 27.0 | 11.7 | 7.3 | .0078 |
| *Wood, W. Va.* | *1,007,009* | *22,234* | *24.1* | *30.2* | *15.7* | *8.9* | *.0355* |
| *• Parkersburg* | *417,905* | *18,740* | *26.5* | *27.7* | *11.9* | *7.4* | *.0181* |
| SUBURBAN TOTAL | 1,093,588 | 24,386 | 22.7 | 32.6 | 18.6 | 9.1 | .0320 |
| **STEUBENVILLE - WEIRTON** | **1,634,540** | **23,649** | **21.6** | **29.6** | **18.7** | **8.8** | **.0521** |
| Jefferson | 918,017 | 23,410 | 21.5 | 28.3 | 18.9 | 9.3 | .0292 |
| • Steubenville | 262,883 | 19,835 | 21.9 | 23.1 | 16.2 | 10.5 | .0104 |
| *Brooke, W. Va.* | *273,843* | *22,337* | *23.6* | *34.9* | *14.9* | *5.3* | *.0088* |
| *Hancock, W. Va.* | *442,680* | *25,213* | *20.3* | *29.1* | *20.8* | *10.2* | *.0141* |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| *• Weirton* | *292,690* | *26,744* | *19.2* | *27.8* | *22.1* | *12.2* | *.0103* |
| SUBURBAN TOTAL | 1,078,967 | 23,788 | 22.1 | 31.6 | 18.5 | 7.6 | .0314 |
| **TOLEDO** | **8,187,383** | **27,186** | **19.8** | **26.1** | **19.2** | **17.5** | **.2698** |
| Fulton | 531,745 | 30,087 | 17.8 | 28.1 | 21.6 | 19.3 | .0158 |
| Lucas | 6,194,595 | 26,499 | 20.2 | 25.7 | 18.7 | 17.0 | .2075 |
| • Toledo | 4,314,502 | 24,252 | 21.4 | 25.5 | 17.7 | 14.5 | .1448 |
| Wood | 1,461,043 | 29,043 | 18.9 | 27.3 | 20.5 | 19.1 | .0465 |
| • Bowling Green | 267,634 | 20,994 | 25.1 | 22.8 | 15.1 | 14.2 | .0106 |
| SUBURBAN TOTAL | 3,605,247 | 31,866 | 17.0 | 27.0 | 21.9 | 22.5 | .1144 |
| **YOUNGSTOWN - WARREN** | **6,198,541** | **25,946** | **20.0** | **28.9** | **18.7** | **13.9** | **.1954** |
| Mahoning | 3,002,387 | 23,261 | 21.6 | 30.3 | 16.6 | 9.8 | .1015 |
| • Youngstown | 992,510 | 17,924 | 24.2 | 26.2 | 12.4 | 6.9 | .0354 |
| Trumbull | 3,196,154 | 29,685 | 18.0 | 27.2 | 21.3 | 18.8 | .0939 |
| • Warren | 684,998 | 24,957 | 19.3 | 25.2 | 18.2 | 15.3 | .0229 |
| SUBURBAN TOTAL | 4,521,033 | 28,438 | 18.7 | 30.4 | 20.8 | 15.9 | .1371 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 188,446 | 14,361 | 28.3 | 22.7 | 9.7 | 3.6 | .0065 |
| Ashland | 504,517 | 23,883 | 24.5 | 32.1 | 16.7 | 10.1 | .0160 |
| Ashtabula | 1,149,805 | 24,978 | 22.2 | 30.4 | 19.1 | 11.0 | .0365 |
| Athens | 569,606 | 19,205 | 27.4 | 25.0 | 13.1 | 10.3 | .0186 |
| ☐ Belmont | 867,398 | 23,064 | 22.4 | 29.8 | 17.9 | 8.7 | .0301 |
| Brown | 340,601 | 21,596 | 24.0 | 29.8 | 15.2 | 8.3 | .0095 |
| Champaign | 396,766 | 24,436 | 23.3 | 33.0 | 17.2 | 10.6 | .0112 |
| Clinton | 396,610 | 22,437 | 25.1 | 28.6 | 16.5 | 10.4 | .0125 |
| Columbiana | 1,147,320 | 22,485 | 24.0 | 30.7 | 17.2 | 7.3 | .0371 |
| Coshocton | 408,582 | 22,803 | 25.0 | 28.6 | 17.1 | 10.1 | .0120 |
| Crawford | 522,793 | 22,181 | 25.5 | 30.6 | 16.2 | 8.2 | .0158 |
| Darke | 598,812 | 22,828 | 25.5 | 33.0 | 14.9 | 9.2 | .0184 |
| Defiance | 465,918 | 26,607 | 21.4 | 32.1 | 20.0 | 11.9 | .0145 |
| Erie | 970,889 | 26,620 | 20.3 | 29.7 | 20.0 | 13.7 | .0311 |
| Fayette | 224,030 | 16,820 | 30.3 | 28.0 | 8.9 | 4.5 | .0085 |
| Gallia | 308,686 | 20,806 | 24.8 | 26.6 | 16.0 | 9.2 | .0104 |
| Guernsey | 418,042 | 21,078 | 25.5 | 28.6 | 15.5 | 8.4 | .0131 |
| Hancock | 951,261 | 30,381 | 18.1 | 28.3 | 21.0 | 20.3 | .0268 |
| Hardin | 302,763 | 19,840 | 26.0 | 29.7 | 13.9 | 6.0 | .0097 |
| Harrison | 167,462 | 21,453 | 25.2 | 28.7 | 16.7 | 7.9 | .0047 |
| Henry | 345,835 | 26,870 | 21.5 | 31.1 | 20.4 | 13.5 | .0107 |
| Highland | 326,283 | 18,168 | 28.8 | 27.8 | 11.3 | 6.2 | .0105 |
| Hocking | 231,595 | 18,941 | 29.0 | 31.0 | 11.5 | 4.6 | .0076 |
| Holmes | 260,542 | 21,785 | 27.0 | 28.7 | 15.4 | 10.1 | .0084 |
| Huron | 617,025 | 24,571 | 23.2 | 32.1 | 18.0 | 10.0 | .0190 |
| Jackson | 258,895 | 17,439 | 26.7 | 27.4 | 11.0 | 5.2 | .0089 |
| Knox | 484,680 | 20,902 | 27.4 | 30.5 | 13.5 | 8.1 | .0155 |
| ☐ Lawrence | 669,255 | 22,703 | 22.0 | 27.7 | 17.0 | 10.5 | .0193 |
| Logan | 426,704 | 21,016 | 27.0 | 29.8 | 14.6 | 8.0 | .0131 |
| Marion | 692,911 | 22,553 | 22.7 | 32.6 | 16.9 | 8.7 | .0225 |
| Meigs | 190,644 | 16,141 | 27.6 | 27.5 | 9.3 | 3.5 | .0063 |
| Mercer | 491,364 | 29,413 | 18.6 | 29.6 | 20.9 | 17.9 | .0138 |
| Monroe | 154,978 | 20,440 | 23.3 | 28.9 | 16.2 | 5.6 | .0047 |
| Morgan | 125,509 | 18,662 | 27.4 | 29.5 | 11.8 | 5.5 | .0036 |
| Morrow | 244,292 | 20,234 | 29.1 | 33.6 | 12.6 | 4.5 | .0073 |
| Muskingum | 855,949 | 20,277 | 26.6 | 26.4 | 14.4 | 7.9 | .0289 |
| Noble | 117,559 | 21,451 | 24.5 | 28.4 | 16.0 | 8.3 | .0037 |
| Ottawa | 597,555 | 31,272 | 18.1 | 27.5 | 21.1 | 22.3 | .0177 |
| Paulding | 230,979 | 26,366 | 20.9 | 33.7 | 20.7 | 9.6 | .0062 |
| Perry | 294,783 | 19,920 | 28.7 | 29.8 | 13.5 | 6.5 | .0087 |
| Pike | 226,181 | 18,189 | 28.8 | 24.8 | 12.7 | 7.8 | .0074 |
| Preble | 511,830 | 28,224 | 19.8 | 28.5 | 20.7 | 16.9 | .0133 |
| Putnam | 311,085 | 23,031 | 25.6 | 34.3 | 15.5 | 7.3 | .0099 |
| Ross | 787,299 | 25,409 | 21.9 | 28.3 | 17.8 | 14.9 | .0233 |
| Sandusky | 760,814 | 26,137 | 20.8 | 32.0 | 20.8 | 11.3 | .0240 |
| Scioto | 771,234 | 18,286 | 27.1 | 24.9 | 13.4 | 7.6 | .0268 |
| Seneca | 651,892 | 24,450 | 23.5 | 33.3 | 18.5 | 8.8 | .0201 |
| Shelby | 531,245 | 28,157 | 19.0 | 31.3 | 21.1 | 14.8 | .0148 |
| Tuscarawas | 898,150 | 21,725 | 25.9 | 32.0 | 15.0 | 7.0 | .0285 |
| Van Wert | 394,719 | 28,314 | 19.4 | 30.5 | 21.5 | 14.8 | .0108 |
| Vinton | 108,598 | 18,788 | 27.2 | 27.1 | 12.8 | 7.3 | .0031 |
| Wayne | 1,277,885 | 27,890 | 20.2 | 30.5 | 20.6 | 15.5 | .0371 |
| Williams | 424,640 | 24,610 | 22.8 | 32.8 | 18.5 | 9.1 | .0132 |
| Wyandot | 230,719 | 22,589 | 26.2 | 31.9 | 16.6 | 7.8 | .0071 |
| **TOTAL METRO COUNTIES** | **110,578,930** | **26,467** | **20.2** | **27.6** | **19.0** | **16.0** | **3.4928** |
| **TOTAL STATE** | **135,446,212** | **25,829** | **21.0** | **28.1** | **18.5** | **14.8** | **4.3622** |

# Oklahoma

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ENID** | **63.9** | **.0260** | **32.7** | **11.3** | **17.8** | **18.8** | **27.0** | **24.9** | **396,652** | **86,010** | **37,056** | **34,226** | **25,457** | **92,862** | **16,126** |
| Garfield | 63.9 | .0260 | 32.7 | 11.3 | 17.8 | 18.8 | 27.0 | 24.9 | 396,652 | 86,010 | 37,056 | 34,226 | 25,457 | 92,862 | 16,126 |
| • Enid | 51.3 | .0209 | 32.4 | 12.1 | 18.4 | 18.0 | 27.2 | 20.4 | 380,501 | 80,895 | 36,482 | 33,099 | 25,129 | 85,727 | 15,941 |
| SUBURBAN TOTAL | 12.6 | .0051 | 33.9 | 8.2 | 15.4 | 21.9 | 26.3 | 4.5 | 16,151 | 5,115 | 574 | 1,127 | 328 | 7,135 | 185 |
| **LAWTON** | **118.6** | **.0483** | **26.6** | **18.8** | **18.5** | **17.7** | **16.8** | **38.8** | **624,640** | **143,117** | **63,507** | **110,375** | **28,757** | **142,041** | **13,669** |
| Comanche | 118.6 | .0483 | 26.6 | 18.8 | 18.5 | 17.7 | 16.8 | 38.8 | 624,640 | 143,117 | 63,507 | 110,375 | 28,757 | 142,041 | 13,669 |
| • Lawton | 85.6 | .0349 | 28.1 | 14.9 | 18.9 | 18.6 | 18.3 | 31.3 | 588,931 | 128,745 | 61,168 | 107,437 | 27,769 | 137,100 | 12,287 |
| SUBURBAN TOTAL | 33.0 | .0134 | 23.9 | 29.0 | 17.0 | 15.4 | 13.1 | 7.5 | 35,709 | 14,372 | 2,339 | 2,938 | 988 | 4,941 | 1,382 |
| **OKLAHOMA CITY** | **989.1** | **.4027** | **31.5** | **12.0** | **18.7** | **20.3** | **23.1** | **379.0** | **7,380,929** | **1,427,270** | **777,823** | **826,357** | **477,859** | **1,819,122** | **164,154** |
| Canadian | 75.4 | .0307 | 30.9 | 8.5 | 19.9 | 23.1 | 18.7 | 25.4 | 384,313 | 83,318 | 26,892 | 39,838 | 12,201 | 136,947 | 5,274 |
| Cleveland | 165.2 | .0673 | 28.5 | 16.2 | 21.5 | 20.8 | 15.3 | 59.5 | 1,238,800 | 194,245 | 105,415 | 135,040 | 44,234 | 450,156 | 23,392 |
| • Norman | 79.6 | .0324 | 28.1 | 22.2 | 21.9 | 17.3 | 17.5 | 30.6 | 936,889 | 111,936 | 77,797 | 107,135 | 29,775 | 400,950 | 15,919 |
| Logan | 31.7 | .0129 | 33.1 | 11.2 | 15.3 | 18.8 | 28.2 | 11.1 | 89,034 | 29,169 | 6,162 | 7,390 | 1,005 | 24,817 | 3,677 |
| McClain | 26.0 | .0106 | 34.1 | 8.5 | 15.1 | 23.7 | 24.9 | 9.1 | 98,811 | 30,236 | 7,089 | 11,151 | 2,746 | 25,132 | 2,745 |
| Oklahoma | 629.4 | .2562 | 32.1 | 11.6 | 18.7 | 19.7 | 24.8 | 251.3 | 5,264,669 | 1,000,146 | 591,589 | 601,810 | 405,480 | 1,133,889 | 120,672 |
| Midwest City | 53.5 | .0218 | 30.8 | 12.4 | 18.8 | 19.6 | 22.4 | 20.5 | 432,874 | 124,056 | 43,636 | 94,173 | 10,819 | 64,084 | 9,927 |
| • Oklahoma City | 446.2 | .1817 | 32.4 | 11.3 | 19.0 | 19.4 | 25.6 | 182.9 | 3,972,478 | 617,887 | 466,156 | 454,233 | 344,561 | 867,871 | 81,969 |
| Pottawatomie | 61.4 | .0250 | 34.4 | 10.3 | 14.6 | 20.2 | 29.0 | 22.6 | 305,302 | 90,156 | 40,676 | 31,128 | 12,173 | 48,181 | 8,394 |
| • Shawnee | 27.4 | .0112 | 35.6 | 12.7 | 14.2 | 17.4 | 33.4 | 10.8 | 251,588 | 71,712 | 30,676 | 27,729 | 9,887 | 43,033 | 7,704 |
| SUBURBAN TOTAL | 435.9 | .1774 | 31.1 | 10.7 | 18.2 | 21.9 | 21.1 | 154.7 | 2,219,974 | 625,735 | 203,190 | 237,260 | 93,630 | 507,268 | 58,562 |
| **TULSA** | **749.2** | **.3049** | **32.2** | **10.5** | **18.6** | **20.9** | **23.9** | **288.7** | **4,442,152** | **948,633** | **439,628** | **520,770** | **280,780** | **991,836** | **96,361** |
| Creek | 72.7 | .0296 | 33.3 | 8.6 | 16.2 | 21.5 | 25.9 | 25.9 | 265,766 | 89,402 | 18,299 | 30,932 | 9,879 | 61,199 | 6,401 |
| Osage | 43.1 | .0175 | 34.4 | 8.5 | 16.5 | 21.1 | 27.9 | 15.8 | 67,132 | 22,214 | 5,184 | 2,215 | 1,047 | 13,954 | 3,529 |
| Rogers | 58.7 | .0239 | 32.7 | 8.6 | 16.4 | 24.8 | 21.4 | 20.1 | 164,425 | 49,224 | 14,144 | 12,203 | 3,466 | 34,633 | 2,478 |
| Tulsa | 521.6 | .2123 | 31.9 | 11.4 | 19.5 | 20.2 | 23.8 | 209.2 | 3,870,950 | 758,668 | 396,560 | 462,694 | 261,897 | 876,178 | 82,494 |
| • Tulsa | 378.6 | .1541 | 32.5 | 12.1 | 19.4 | 19.5 | 25.5 | 159.0 | 3,175,455 | 574,855 | 333,751 | 372,176 | 235,371 | 731,990 | 62,328 |
| Wagoner | 53.1 | .0216 | 31.2 | 7.9 | 17.7 | 22.7 | 20.5 | 17.7 | 73,879 | 29,125 | 5,441 | 12,726 | 4,491 | 5,872 | 1,459 |
| SUBURBAN TOTAL | 370.6 | .1508 | 31.9 | 8.9 | 17.8 | 22.4 | 22.1 | 129.7 | 1,266,699 | 373,778 | 105,876 | 148,594 | 45,209 | 259,846 | 34,033 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 21.5 | .0088 | 32.7 | 8.9 | 14.1 | 18.8 | 28.1 | 7.0 | 34,925 | 11,287 | 2,629 | 4,540 | 1,263 | 7,871 | 745 |
| Alfalfa | 6.8 | .0027 | 42.5 | 6.6 | 11.2 | 16.7 | 42.4 | 2.6 | 33,900 | 16,095 | 1,190 | 1,188 | 493 | 2,822 | 2,131 |
| Atoka | 13.7 | .0056 | 35.4 | 8.7 | 15.9 | 20.1 | 30.6 | 4.7 | 58,647 | 15,783 | 2,842 | 9,394 | 781 | 10,095 | 2,329 |
| Beaver | 7.4 | .0030 | 35.3 | 7.2 | 15.3 | 19.9 | 30.5 | 3.0 | 11,491 | 4,501 | 1,228 | | 100 | 1,391 | 462 |
| Beckham | 22.4 | .0091 | 35.0 | 9.9 | 15.2 | 16.9 | 33.0 | 8.6 | 217,143 | 49,107 | 14,928 | 32,160 | 9,575 | 38,662 | 5,508 |
| Blaine | 13.6 | .0056 | 36.2 | 9.0 | 13.5 | 17.9 | 33.7 | 5.2 | 57,830 | 13,851 | 3,557 | 4,974 | 1,073 | 13,220 | 1,965 |
| Bryan | 34.2 | .0139 | 35.0 | 11.4 | 14.4 | 17.9 | 32.2 | 13.1 | 124,411 | 27,781 | 11,472 | 10,927 | 6,725 | 31,793 | 6,040 |
| Caddo | 33.3 | .0135 | 35.0 | 8.9 | 13.5 | 18.1 | 32.0 | 12.4 | 179,185 | 48,330 | 7,518 | 18,007 | 7,257 | 57,543 | 4,183 |
| Carter | 47.4 | .0193 | 35.0 | 9.0 | 15.1 | 18.8 | 31.1 | 17.9 | 252,090 | 55,239 | 24,076 | 25,870 | 10,416 | 49,371 | 6,214 |
| Cherokee | 35.4 | .0145 | 31.5 | 13.5 | 14.8 | 18.6 | 28.2 | 12.4 | 100,816 | 32,624 | 5,555 | 11,887 | 2,264 | [illegible]6,546 | 3,639 |
| Choctaw | 17.2 | .0070 | 35.9 | 8.1 | 13.3 | 17.6 | 33.6 | 6.1 | 54,391 | 13,894 | 3,096 | 10,992 | 2,276 | 12,105 | 2,041 |
| Cimarron | 3.9 | .0015 | 36.9 | 6.6 | 14.8 | 19.1 | 33.4 | 1.6 | 15,745 | 4,339 | 1,345 | 670 | 319 | 3,241 | 633 |
| Coal | 6.0 | .0024 | 38.2 | 7.7 | 12.5 | 16.9 | 38.8 | 2.2 | 9,272 | 3,571 | 501 | 1,169 | 78 | 858 | 58 |
| Cotton | 7.2 | .0030 | 38.2 | 7.6 | 13.4 | 18.4 | 38.0 | 2.8 | 21,629 | 3,940 | 590 | 872 | 443 | 13,975 | 358 |
| Craig | 15.3 | .0062 | 38.4 | 8.2 | 13.6 | 20.2 | 34.6 | 5.6 | 86,474 | 15,889 | 5,671 | 9,980 | 2,422 | 24,780 | 1,355 |
| Custer | 31.7 | .0129 | 30.6 | 17.7 | 15.3 | 16.7 | 26.5 | 11.9 | 126,056 | 31,363 | 14,729 | 33,309 | 8,450 | 69,978 | 7,397 |
| Delaware | 29.3 | .0119 | 39.1 | 7.2 | 12.3 | 18.4 | 37.1 | 11.0 | 87,306 | 25,372 | 4,421 | 11,814 | 4,078 | 9,395 | 1,693 |
| Dewey | 6.1 | .0025 | 38.5 | 8.1 | 13.2 | 17.1 | 37.2 | 2.2 | 18,736 | 9,386 | 1,375 | [illegible] | 524 | 3,055 | |

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call
212 867 1112 (NYC)
404 261 5875 (Atlanta)
312 644 8770 (Chicago)

## OKLA. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ellis | 5.7 | .0023 | 36.5 | 7.9 | 15.1 | 17.1 | 34.8 | 2.1 | 22,754 | 4,503 | 1,275 | 1,039 | 282 | 7,182 | 1,665 |
| Garvin | 29.4 | .0120 | 37.7 | 8.6 | 13.4 | 18.3 | 35.2 | 11.3 | 133,455 | 46,618 | 8,078 | 6,675 | 5,854 | 29,061 | 4,100 |
| Grady | 45.1 | .0184 | 33.6 | 9.7 | 15.4 | 20.5 | 27.4 | 16.3 | 198,842 | 48,113 | 17,301 | 19,643 | 7,359 | 44,679 | 8,617 |
| Grant | 6.4 | .0026 | 42.6 | 6.6 | 11.9 | 17.9 | 41.5 | 2.5 | 23,812 | 5,592 | 1,252 | 183 | 494 | 11,902 | 702 |
| Greer | 6.8 | .0028 | 43.6 | 9.5 | 12.8 | 14.9 | 44.2 | 2.9 | 17,078 | 6,716 | 930 | 378 | 647 | 2,174 | 1,971 |
| Harmon | 4.2 | .0017 | 42.4 | 6.9 | 11.2 | 15.5 | 42.2 | 1.7 | 11,645 | 4,402 | 168 | 196 | 358 | 2,321 | 1,233 |
| Harper | 4.5 | .0018 | 38.8 | 8.4 | 13.7 | 19.9 | 35.3 | 1.8 | 13,261 | 4,428 | 983 | 164 | 147 | 3,391 | 509 |
| Haskell | 12.2 | .0050 | 37.6 | 7.2 | 13.8 | 18.4 | 35.2 | 4.7 | 39,746 | 10,921 | 1,048 | 6,553 | 929 | 9,427 | 965 |
| Hughes | 14.5 | .0059 | 40.9 | 7.2 | 11.8 | 18.1 | 39.3 | 5.7 | 52,693 | 14,587 | 2,232 | 9,116 | 1,159 | 13,439 | 2,168 |
| Jackson | 30.4 | .0123 | 29.8 | 13.3 | 16.8 | 18.6 | 22.7 | 11.0 | 188,667 | 33,458 | 12,669 | 12,565 | 9,520 | 55,163 | 5,862 |
| Jefferson | 8.7 | .0036 | 37.8 | 7.9 | 13.7 | 16.4 | 36.9 | 3.2 | 19,639 | 5,549 | 1,790 | 365 | 774 | 4,661 | 1,097 |
| Johnston | 10.8 | .0044 | 35.8 | 10.2 | 13.3 | 17.5 | 33.5 | 4.0 | 13,382 | 7,758 | 791 | 52 | 340 | 721 | 1,365 |
| Kay | 51.4 | .0209 | 35.8 | 9.4 | 15.6 | 18.4 | 32.7 | 20.4 | 338,345 | 71,443 | 30,698 | 32,433 | 15,666 | 72,230 | 14,239 |
| Kingfisher | 15.4 | .0063 | 34.0 | 9.7 | 14.7 | 19.4 | 29.2 | 5.7 | 94,892 | 17,616 | 4,860 | 8,104 | 684 | 30,195 | 2,021 |
| Kiowa | 12.6 | .0051 | 40.7 | 8.0 | 12.0 | 16.6 | 40.1 | 5.2 | 47,892 | 14,546 | 1,705 | 2,869 | 1,695 | 13,632 | 2,010 |
| Latimer | 10.6 | .0043 | 35.8 | 10.7 | 12.7 | 18.1 | 33.0 | 3.7 | 21,671 | 9,561 | 1,018 | 1,311 | 80 | 1,313 | 548 |
| Le Flore | 46.6 | .0190 | 35.0 | 8.5 | 14.3 | 19.7 | 30.4 | 16.9 | 126,990 | 41,656 | 6,332 | 19,925 | 5,276 | 25,904 | 3,396 |
| Lincoln | 31.8 | .0129 | 35.4 | 8.6 | 14.1 | 20.3 | 30.2 | 11.9 | 91,930 | 26,800 | 8,865 | 6,294 | 3,508 | 12,844 | 2,335 |
| Love | 8.5 | .0035 | 36.4 | 7.9 | 14.3 | 19.4 | 32.6 | 3.3 | 15,162 | 5,424 | 2,070 | 127 | 254 | 2,305 | 76 |
| McCurtain | 36.7 | .0149 | 32.5 | 8.6 | 15.0 | 19.2 | 27.0 | 12.8 | 130,755 | 38,865 | 8,089 | 20,596 | 5,719 | 20,406 | 5,219 |
| McIntosh | 18.0 | .0074 | 41.9 | 7.2 | 11.1 | 18.7 | 40.0 | 7.1 | 85,117 | 18,278 | 7,247 | 11,066 | 2,045 | 23,260 | 2,344 |
| Major | 9.1 | .0037 | 35.8 | 8.7 | 14.4 | 19.5 | 31.6 | 3.3 | 49,512 | 8,549 | 2,788 | 2,939 | 280 | 19,350 | 975 |
| Marshall | 12.1 | .0049 | 41.8 | 7.5 | 11.7 | 17.2 | 41.3 | 5.1 | 41,881 | 14,143 | 2,856 | 1,998 | 553 | 12,994 | 1,287 |
| Mayes | 35.5 | .0144 | 35.3 | 6.5 | 14.1 | 20.0 | 30.4 | 13.0 | 153,331 | 46,168 | 9,792 | 24,102 | 8,195 | 23,489 | 2,806 |
| Murray | 12.8 | .0053 | 36.5 | 8.1 | 14.1 | 17.9 | 34.1 | 5.0 | 60,571 | 13,794 | 2,908 | 4,803 | 830 | 22,489 | 1,616 |
| Muskogee | 70.9 | .0288 | 34.2 | 9.5 | 15.4 | 18.3 | 30.4 | 26.5 | 370,693 | 88,432 | 34,100 | 37,992 | 16,227 | 82,597 | 9,456 |
| Muskogee | 42.0 | .0171 | 35.4 | 9.7 | 13.0 | 16.5 | 34.0 | 15.6 | 333,540 | 70,689 | 31,598 | 37,665 | 14,333 | 80,457 | 8,419 |
| Noble | 12.4 | .0051 | 35.8 | 9.2 | 14.5 | 19.9 | 31.3 | 4.8 | 51,317 | 14,718 | 3,502 | 3,261 | 1,586 | 7,512 | 2,453 |
| Nowata | 11.4 | .0046 | 36.7 | 8.6 | 14.5 | 18.9 | 33.3 | 4.3 | 28,434 | 6,649 | 2,361 | 3,665 | 692 | 5,443 | 821 |
| Okfuskee | 11.5 | .0047 | 39.1 | 7.0 | 11.6 | 17.9 | 37.4 | 4.4 | 24,255 | 9,670 | 1,452 | 1,218 | 891 | 2,482 | 741 |
| Okmulgee | 40.1 | .0164 | 35.5 | 10.4 | 13.7 | 18.3 | 32.3 | 15.2 | 187,448 | 42,952 | 8,282 | 21,177 | 5,380 | 23,903 | 3,588 |
| Ottawa | 34.1 | .0139 | 34.7 | 11.0 | 14.5 | 18.8 | 30.8 | 12.9 | 148,800 | 42,248 | 9,552 | 16,881 | 5,322 | 21,111 | 6,318 |

Reach Oklahoma City's ADI

18.3 Billion Dollar Market.

Source: Sales & Marketing Management Survey of Buying Power, 1987

RANKING HIGH NATIONALLY IN ADI CATEGORIES THAT CAN ADD UP TO YOUR GREATER MARKET SHARE

| 42 | 38 | 30 | 22 | 29 | 30 | 19 |
|---|---|---|---|---|---|---|
| POPULATION | EFFECTIVE BUYING INCOME | RETAIL SALES | APPAREL & ACCESSORIES | FURNITURE AND APPLIANCES | AUTOMOTIVE | BUILDING MATERIALS |

THE DAILY OKLAHOMAN
THE SUNDAY OKLAHOMAN

We Get You Closer.

Call (405) 231-3394 or contact your nearest Sawyer Ferguson Walker office today.

## OKLA. (cont.)

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Pawnee | 18.1 | .0074 | 36.1 | 8.0 | 14.9 | 20.3 | 31.4 | 6.9 |
| Payne | 64.9 | .0264 | 26.4 | 28.2 | 16.8 | 14.8 | 20.8 | 24.4 |
| Pittsburg | 44.0 | .0179 | 37.5 | 7.6 | 14.5 | 19.5 | 34.0 | 17.0 |
| Pontotoc | 34.8 | .0142 | 35.0 | 12.7 | 14.0 | 18.0 | 32.1 | 13.3 |
| Pushmataha | 12.9 | .0052 | 37.5 | 7.6 | 12.8 | 20.2 | 33.4 | 5.0 |
| Roger Mills | 5.4 | .0022 | 36.3 | 8.6 | 14.1 | 17.8 | 33.9 | 2.0 |
| Seminole | 28.8 | .0117 | 36.4 | 8.7 | 13.7 | 18.2 | 33.6 | 10.8 |
| ☐ Sequoyah | 36.2 | .0148 | 33.5 | 8.6 | 14.3 | 20.8 | 27.1 | 12.4 |
| Stephens | 44.8 | .0182 | 35.0 | 9.2 | 15.9 | 18.9 | 31.3 | 17.3 |
| Texas | 17.9 | .0073 | 31.4 | 11.6 | 16.5 | 19.6 | 24.4 | 6.6 |
| Tillman | 11.2 | .0046 | 36.3 | 7.9 | 13.4 | 16.7 | 35.0 | 4.2 |
| Washington | 45.6 | .0186 | 35.1 | 8.7 | 16.8 | 20.8 | 29.3 | 18.3 |
| Washita | 13.9 | .0057 | 34.7 | 10.2 | 14.7 | 17.0 | 32.6 | 5.3 |
| Woods | 10.3 | .0042 | 38.5 | 13.7 | 12.7 | 16.2 | 37.8 | 4.1 |
| Woodward | 22.2 | .0090 | 31.4 | 10.9 | 17.6 | 19.4 | 24.3 | 7.9 |
| **TOTAL METRO COUNTIES** | **1,957.0** | **.7967** | **31.5** | **11.7** | **18.5** | **20.3** | **23.3** | **743.8** |
| **TOTAL STATE** | **3,344.4** | **1.3616** | **32.7** | **11.2** | **16.8** | **19.6** | **26.6** | **1,265.9** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Pawnee | 46,323 | 11,873 | 3,156 | 6,811 | 1,327 | 8,822 | 2,976 |
| Payne | 327,416 | 83,331 | 35,836 | 42,400 | 12,765 | 52,474 | 11,343 |
| Pittsburg | 160,208 | 36,900 | 13,335 | 28,515 | 6,463 | 32,480 | 4,579 |
| Pontotoc | 218,127 | 47,452 | 17,517 | 30,428 | 11,346 | 44,199 | 6,244 |
| Pushmataha | 27,542 | 10,047 | 2,053 | 1,761 | 788 | 6,868 | 1,372 |
| Roger Mills | 30,697 | 12,638 | 1,928 | 1,018 | 183 | 5,733 | 920 |
| Seminole | 96,346 | 37,660 | 5,678 | 8,921 | 3,767 | 19,799 | 2,581 |
| ☐ Sequoyah | 82,776 | 26,186 | 3,869 | 8,166 | 3,848 | 14,752 | 1,494 |
| Stephens | 209,111 | 53,636 | 18,952 | 17,948 | 8,697 | 49,954 | 8,310 |
| Texas | 105,838 | 24,475 | 10,988 | 8,908 | 4,349 | 11,274 | 4,471 |
| Tillman | 31,091 | 7,861 | 1,973 | 3,533 | 1,217 | 5,729 | 1,589 |
| Washington | 300,678 | 73,720 | 29,234 | 35,494 | 13,971 | 67,638 | 7,466 |
| Washita | 61,611 | 21,681 | 4,067 | 1,990 | 1,369 | 12,382 | 921 |
| Woods | 66,443 | 16,399 | 5,613 | 6,945 | 4,758 | 18,418 | 2,249 |
| Woodward | 220,875 | 46,769 | 19,259 | 35,669 | 10,650 | 47,576 | 4,992 |
| **TOTAL METRO COUNTIES** | **12,927,149** | **2,631,216** | **1,321,883** | **1,499,894** | **816,701** | **3,060,613** | **291,804** |
| **TOTAL STATE** | **19,273,496** | **4,264,367** | **1,815,513** | **2,197,743** | **1,067,184** | **4,418,018** | **491,871** |

## OKLA.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ENID** | **754,750** | **22,741** | **24.3** | **28.9** | **16.6** | **11.0** | **.0247** |
| Garfield | 754,750 | 22,741 | 24.3 | 28.9 | 16.6 | 11.0 | .0247 |
| • Enid | 413,204 | 22,426 | 24.7 | 28.8 | 16.3 | 10.8 | .0211 |
| SUBURBAN TOTAL | 141,546 | 24,337 | 22.4 | 29.0 | 18.2 | 12.0 | .0036 |
| **LAWTON** | **1,215,603** | **21,569** | **28.3** | **28.2** | **15.1** | **10.8** | **.0409** |
| Comanche | 1,215,603 | 21,569 | 28.3 | 28.2 | 15.1 | 10.8 | .0409 |
| • Lawton | 900,908 | 21,441 | 28.8 | 27.6 | 15.4 | 10.7 | .0325 |
| SUBURBAN TOTAL | 314,695 | 22,074 | 26.2 | 30.2 | 13.9 | 11.6 | .0084 |
| **OKLAHOMA CITY** | **11,827,338** | **23,504** | **23.6** | **28.2** | **16.6** | **12.8** | **.4086** |
| Canadian | 847,256 | 28,174 | 19.2 | 30.8 | 21.6 | 13.7 | .0268 |
| Cleveland | 1,940,864 | 25,431 | 22.2 | 29.3 | 19.1 | 12.8 | .0678 |
| • Norman | 936,054 | 21,308 | 25.5 | 25.4 | 13.2 | 12.3 | .0393 |
| Logan | 312,092 | 20,831 | 24.4 | 26.6 | 14.6 | 10.9 | .0091 |
| McClain | 257,322 | 23,000 | 21.4 | 28.2 | 16.7 | 11.1 | .0081 |
| Oklahoma | 7,882,409 | 23,128 | 24.4 | 27.8 | 15.9 | 13.2 | .2767 |
| Midwest City | 644,008 | 25,143 | 23.1 | 31.1 | 18.6 | 12.6 | .0228 |
| • Oklahoma City | 5,600,215 | 22,332 | 24.5 | 27.2 | 15.2 | 12.7 | .2009 |
| Pottawatomie | 587,395 | 19,242 | 25.5 | 26.1 | 13.9 | 8.3 | .0201 |
| • Shawnee | 270,216 | 17,434 | 25.5 | 24.6 | 11.9 | 7.6 | .0113 |
| SUBURBAN TOTAL | 5,020,853 | 25,773 | 22.3 | 30.1 | 19.0 | 13.3 | .1571 |
| **TULSA** | **8,733,049** | **23,016** | **23.7** | **28.5** | **16.2** | **11.8** | **.2836** |
| Creek | 706,289 | 21,680 | 23.0 | 29.3 | 15.7 | 8.8 | .0221 |
| Osage | 410,973 | 20,249 | 24.1 | 29.5 | 13.4 | 7.7 | .0112 |
| Rogers | 594,046 | 24,370 | 21.5 | 29.0 | 18.7 | 11.3 | .0172 |
| Tulsa | 6,438,434 | 23,062 | 24.3 | 28.5 | 16.0 | 12.2 | .2185 |
| • Tulsa | 4,890,363 | 22,128 | 25.3 | 27.3 | 15.5 | 12.4 | .1688 |
| Wagoner | 563,307 | 26,115 | 18.9 | 28.0 | 18.5 | 14.6 | .0145 |
| SUBURBAN TOTAL | 3,842,686 | 24,081 | 21.6 | 30.2 | 17.3 | 10.8 | .1148 |
| **OTHER COUNTIES** | | | | | | | |
| Adair | 134,842 | 13,500 | 28.0 | 23.4 | 7.4 | 3.3 | .0046 |
| Alfalfa | 75,980 | 21,216 | 23.7 | 25.7 | 14.5 | 12.4 | .0024 |
| Atoka | 99,806 | 13,366 | 29.7 | 18.8 | 7.7 | 3.3 | .0039 |
| Beaver | 84,022 | 22,060 | 23.7 | 32.8 | 12.1 | 10.0 | .0021 |
| Beckham | 206,855 | 16,986 | 24.6 | 25.1 | 11.3 | 7.4 | .0092 |
| Blaine | 146,896 | 20,460 | 22.7 | 24.8 | 15.4 | 10.6 | .0043 |
| Bryan | 242,226 | 12,913 | 30.8 | 18.6 | 6.9 | 3.9 | .0090 |
| Caddo | 319,411 | 18,262 | 24.8 | 24.8 | 11.0 | 10.4 | .0112 |
| Carter | 481,712 | 18,639 | 24.5 | 26.4 | 12.4 | 8.4 | .0160 |
| Cherokee | 262,611 | 14,624 | 30.4 | 22.4 | 7.9 | 5.3 | .0089 |
| Choctaw | 123,742 | 13,327 | 26.1 | 20.9 | 8.2 | 5.0 | .0044 |
| Cimarron | 35,291 | 16,393 | 32.5 | 25.3 | 8.9 | 5.4 | .0012 |
| Coal | 38,446 | 11,910 | 29.7 | 19.2 | 4.1 | 3.9 | .0013 |
| Cotton | 54,662 | 14,678 | 28.8 | 24.5 | 8.7 | 2.7 | .0018 |
| Craig | 117,897 | 15,604 | 31.4 | 24.6 | 7.6 | 5.1 | .0048 |
| Custer | 379,121 | 22,080 | 22.6 | 25.2 | 14.8 | 14.2 | .0148 |
| Delaware | 217,817 | 14,247 | 32.4 | 22.6 | 6.9 | 4.5 | .0075 |
| Dewey | 70,335 | 22,250 | 22.5 | 22.3 | 16.9 | 15.1 | .0020 |
| Ellis | 56,252 | 19,283 | 27.4 | 25.8 | 12.9 | 9.7 | .0018 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Garvin | 288,931 | 18,452 | 25.4 | 25.3 | 13.4 | 8.1 | .0095 |
| Grady | 420,392 | 18,858 | 26.1 | 26.2 | 12.5 | 8.7 | .0140 |
| Grant | 67,780 | 19,864 | 26.4 | 26.3 | 13.1 | 10.2 | .0021 |
| Greer | 55,922 | 12,691 | 26.5 | 21.4 | 5.9 | 5.0 | .0018 |
| Harmon | 26,480 | 9,569 | 29.2 | 12.0 | 2.6 | 4.4 | .0010 |
| Harper | 45,608 | 20,243 | 24.4 | 31.0 | 10.9 | 8.6 | .0012 |
| Haskell | 92,750 | 13,481 | 29.3 | 18.5 | 8.3 | 5.4 | .0033 |
| Hughes | 101,770 | 12,190 | 28.7 | 19.3 | 6.3 | 3.8 | .0037 |
| Jackson | 255,428 | 16,400 | 32.8 | 24.5 | 9.5 | 5.5 | .0102 |
| Jefferson | 55,674 | 11,748 | 29.0 | 19.1 | 5.3 | 3.1 | .0020 |
| Johnston | 69,508 | 11,388 | 28.7 | 15.3 | 7.2 | 4.1 | .0022 |
| Kay | 601,300 | 22,206 | 24.4 | 27.9 | 15.5 | 11.5 | .0201 |
| Kingfisher | 156,529 | 21,851 | 23.9 | 31.0 | 15.8 | 8.0 | .0055 |
| Kiowa | 101,741 | 12,818 | 27.8 | 20.2 | 7.2 | 4.5 | .0036 |
| Latimer | 71,278 | 12,833 | 27.3 | 20.6 | 6.7 | 4.4 | .0024 |
| Le Flore | 345,823 | 14,824 | 30.6 | 23.7 | 7.9 | 4.2 | .0117 |
| Lincoln | 282,326 | 18,469 | 25.0 | 28.5 | 11.4 | 6.6 | .0088 |
| Love | 74,583 | 16,935 | 26.2 | 25.9 | 9.7 | 6.9 | .0022 |
| McCurtain | 249,480 | 13,850 | 29.8 | 20.6 | 8.5 | 4.2 | .0093 |
| McIntosh | 150,125 | 15,114 | 28.8 | 22.6 | 10.2 | 4.2 | .0055 |
| Major | 86,417 | 19,105 | 27.5 | 27.0 | 12.0 | 9.0 | .0031 |
| Marshall | 106,635 | 13,785 | 30.9 | 20.4 | 8.4 | 4.8 | .0035 |
| Mayes | 317,362 | 18,340 | 27.3 | 26.0 | 13.3 | 7.0 | .0107 |
| Murray | 106,828 | 16,500 | 28.9 | 26.6 | 9.5 | 4.2 | .0040 |
| Muskogee | 613,473 | 16,500 | 25.9 | 25.1 | 10.4 | 6.5 | .0225 |
| • Muskogee | 382,597 | 15,883 | 26.3 | 23.2 | 9.5 | 7.2 | .0159 |
| Noble | 138,625 | 21,360 | 26.0 | 27.9 | 13.3 | 12.0 | .0043 |
| Nowata | 111,781 | 20,128 | 23.1 | 29.9 | 13.0 | 7.4 | .0032 |
| Okfuskee | 91,166 | 14,240 | 27.6 | 20.4 | 9.5 | 5.8 | .0027 |
| Okmulgee | 370,901 | 16,801 | 26.7 | 24.2 | 11.7 | 7.4 | .0116 |
| Ottawa | 281,655 | 15,981 | 30.1 | 26.0 | 9.0 | 4.6 | .0101 |
| Pawnee | 185,021 | 19,705 | 25.8 | 27.7 | 11.7 | 10.0 | .0053 |
| Payne | 654,572 | 17,146 | 28.1 | 23.0 | 12.0 | 8.5 | .0219 |
| Pittsburg | 352,439 | 15,113 | 30.0 | 24.6 | 8.1 | 3.9 | .0122 |
| Pontotoc | 311,988 | 16,406 | 25.4 | 25.1 | 10.6 | 6.7 | .0119 |
| Pushmataha | 93,552 | 12,561 | 30.6 | 18.9 | 5.6 | 4.1 | .0030 |
| Roger Mills | 75,333 | 24,674 | 21.2 | 28.8 | 13.3 | 18.4 | .0023 |
| Seminole | 264,855 | 17,213 | 24.9 | 25.1 | 11.5 | 7.6 | .0084 |
| ☐ Sequoyah | 236,686 | 14,088 | 32.2 | 22.5 | 6.6 | 3.4 | .0083 |
| Stephens | 476,221 | 20,859 | 24.3 | 28.0 | 14.6 | 9.5 | .0150 |
| Texas | 175,638 | 20,670 | 27.5 | 30.6 | 13.2 | 8.0 | .0063 |
| Tillman | 76,609 | 11,962 | 30.8 | 17.4 | 4.7 | 4.4 | .0027 |
| Washington | 663,770 | 28,023 | 19.3 | 26.5 | 18.0 | 20.0 | .0198 |
| Washita | 151,253 | 21,459 | 25.1 | 29.3 | 12.8 | 11.5 | .0047 |
| Woods | 121,224 | 20,289 | 26.4 | 26.0 | 12.6 | 12.0 | .0041 |
| Woodward | 263,925 | 26,338 | 21.3 | 27.7 | 18.3 | 15.5 | .0102 |
| **TOTAL METRO COUNTIES** | **22,767,426** | **22,953** | **24.1** | **28.2** | **16.2** | **12.1** | **.7661** |
| **TOTAL STATE** | **35,503,942** | **20,479** | **25.3** | **26.7** | **14.1** | **10.3** | **1.2010** |

# Oregon

S&MM ESTIMATES

## POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EUGENE - SPRINGFIELD** | **267.2** | **.1088** | **31.0** | **12.8** | **21.7** | **19.0** | **22.2** | **105.4** | **1,483,989** | **324,766** | **156,593** | **201,505** | **76,710** | **332,134** | **37,982** |
| Lane | 267.2 | .1088 | 31.0 | 12.8 | 21.7 | 19.0 | 22.2 | 105.4 | 1,483,989 | 324,766 | 156,593 | 201,505 | 76,710 | 332,134 | 37,982 |
| • Eugene | 108.1 | .0440 | 30.1 | 17.1 | 24.2 | 17.4 | 20.9 | 45.2 | 946,185 | 183,643 | 106,019 | 151,237 | 61,967 | 198,352 | 25,558 |
| • Springfield | 39.6 | .0161 | 28.7 | 14.5 | 23.6 | 16.3 | 18.8 | 16.2 | 259,368 | 58,686 | 30,611 | 44,093 | 11,000 | 56,148 | 7,164 |
| SUBURBAN TOTAL | 119.5 | .0487 | 32.9 | 8.2 | 18.9 | 21.4 | 24.6 | 44.0 | 278,436 | 82,437 | 19,963 | 6,175 | 3,743 | 77,634 | 5,260 |
| **MEDFORD** | **143.0** | **.0582** | **33.5** | **9.6** | **18.1** | **20.0** | **27.3** | **54.3** | **810,787** | **146,691** | **70,434** | **140,205** | **34,585** | **153,841** | **17,791** |
| Jackson | 143.0 | .0582 | 33.5 | 9.6 | 18.1 | 20.0 | 27.3 | 54.3 | 810,787 | 146,691 | 70,434 | 140,205 | 34,585 | 153,841 | 17,791 |
| • Medford | 44.4 | .0181 | 32.7 | 9.8 | 19.4 | 18.3 | 27.4 | 17.9 | 574,466 | 57,993 | 43,456 | 125,371 | 26,029 | 125,496 | 11,274 |
| SUBURBAN TOTAL | 98.6 | .0401 | 33.8 | 9.5 | 17.6 | 20.8 | 27.2 | 36.4 | 236,321 | 88,698 | 26,978 | 14,834 | 8,556 | 28,345 | 6,517 |
| **PORTLAND** | **1,169.4** | **.4762** | **32.5** | **10.4** | **20.7** | **19.9** | **24.9** | **463.9** | **8,132,744** | **1,400,076** | **900,542** | **1,503,249** | **409,053** | **1,688,833** | **128,548** |
| Clackamas | 260.5 | .1061 | 32.7 | 8.3 | 19.0 | 23.0 | 22.6 | 94.0 | 1,240,382 | 359,922 | 117,803 | 223,171 | 40,738 | 221,103 | 22,012 |
| Multnomah | 568.7 | .2315 | 33.0 | 11.3 | 21.4 | 17.6 | 28.2 | 240.8 | 4,448,417 | 647,627 | 527,097 | 913,531 | 250,784 | 782,428 | 51,522 |
| • Portland | 437.5 | .1781 | 33.4 | 11.6 | 22.1 | 16.3 | 30.2 | 194.3 | 3,662,846 | 497,448 | 436,318 | 757,583 | 227,192 | 574,971 | 37,123 |
| Washington | 281.6 | .1147 | 31.2 | 10.3 | 21.7 | 21.7 | 20.1 | 108.4 | 2,166,386 | 326,303 | 230,413 | 354,958 | 107,734 | 592,353 | 41,248 |
| Yamhill | 58.6 | .0239 | 31.9 | 11.3 | 17.1 | 19.0 | 25.8 | 20.7 | 277,559 | 66,224 | 25,229 | 11,589 | 9,797 | 92,949 | 13,766 |
| SUBURBAN TOTAL | 731.9 | .2981 | 31.8 | 9.7 | 19.8 | 22.0 | 21.7 | 269.6 | 4,469,898 | 902,628 | 464,224 | 745,666 | 181,861 | 1,113,862 | 91,425 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,386.0*** | ***.5644*** | ***32.2*** | ***10.3*** | ***20.6*** | ***20.0*** | ***24.2*** | ***545.3*** | ***9,023,029*** | ***1,619,763*** | ***1,009,025*** | ***1,674,624*** | ***452,504*** | ***1,844,947*** | ***165,878*** |
| **SALEM** | **265.3** | **.1080** | **32.4** | **10.7** | **18.5** | **18.9** | **26.2** | **98.8** | **1,243,500** | **247,541** | **132,140** | **207,566** | **60,619** | **257,436** | **36,367** |
| Marion | 218.6 | .0890 | 32.3 | 10.6 | 18.8 | 18.9 | 26.1 | 81.5 | 1,144,087 | 204,777 | 118,588 | 203,610 | 57,976 | 248,312 | 33,781 |
| • Salem | 93.8 | .0382 | 32.2 | 12.8 | 20.8 | 17.7 | 26.4 | 37.1 | 771,632 | 104,389 | 79,033 | 155,634 | 48,802 | 177,591 | 25,951 |
| Polk | 46.7 | .0190 | 32.4 | 11.3 | 17.8 | 19.1 | 26.3 | 17.3 | 99,413 | 42,764 | 13,552 | 3,956 | 2,643 | 9,124 | 2,586 |
| SUBURBAN TOTAL | 171.5 | .0698 | 32.5 | 9.6 | 17.2 | 19.6 | 26.0 | 61.7 | 471,868 | 143,152 | 53,107 | 51,932 | 11,817 | 79,845 | 10,416 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 15.4 | .0063 | 36.1 | 7.6 | 15.4 | 19.6 | 32.0 | 6.0 | 69,330 | 20,078 | 8,222 | 4,171 | 1,646 | 17,500 | 1,337 |
| Benton | 66.7 | .0271 | 28.0 | 22.7 | 21.1 | 17.1 | 18.1 | 24.1 | 312,951 | 76,188 | 43,536 | 36,133 | 15,736 | 56,012 | 11,027 |
| Corvallis | 40.9 | .0167 | 25.6 | 32.6 | 21.6 | 13.0 | 16.7 | 15.0 | 295,164 | 73,096 | 39,401 | 34,750 | 15,638 | 55,201 | 10,573 |
| Clatsop | 32.8 | .0133 | 33.9 | 10.3 | 17.7 | 17.7 | 30.3 | 12.9 | 206,335 | 58,136 | 21,434 | 5,092 | 7,399 | 37,173 | 13,003 |
| Columbia | 36.7 | .0150 | 32.5 | 8.0 | 18.0 | 20.4 | 25.1 | 13.4 | 111,814 | 39,595 | 11,770 | 1,589 | 7,830 | 15,241 | 10,588 |
| Coos | 59.9 | .0244 | 33.7 | 9.1 | 17.2 | 20.3 | 27.5 | 23.2 | 313,759 | 78,686 | 27,498 | 23,637 | 11,864 | 66,731 | 13,311 |
| Crook | 13.9 | .0056 | 34.2 | 8.7 | 16.4 | 20.5 | 28.1 | 5.3 | 41,428 | 17,027 | 3,276 | 1,457 | 510 | 7,034 | 1,181 |
| Curry | 17.0 | .0069 | 38.8 | 7.3 | 14.8 | 18.8 | 36.4 | 7.2 | 97,237 | 28,577 | 11,130 | 3,869 | 4,370 | 17,517 | 4,392 |
| Deschutes | 70.3 | .0287 | 32.0 | 9.5 | 20.6 | 20.3 | 23.4 | 26.5 | 365,583 | 84,609 | 36,291 | 37,673 | 11,413 | 71,016 | 17,771 |
| Douglas | 96.1 | .0391 | 32.6 | 9.1 | 17.2 | 20.2 | 25.7 | 35.2 | 450,076 | 115,494 | 39,332 | 42,314 | 16,491 | 103,369 | 19,245 |
| Gilliam | 1.8 | .0007 | 35.8 | 8.4 | 15.5 | 19.3 | 31.7 | .8 | 4,733 | 495 | 940 | | | 1,391 | 69 |
| Grant | 8.6 | .0035 | 33.9 | 8.2 | 17.0 | 21.0 | 27.1 | 3.3 | 24,441 | 8,394 | 1,378 | 822 | 1,054 | 6,446 | 1,418 |
| Harney | 7.8 | .0032 | 32.5 | 9.1 | 17.4 | 21.4 | 24.3 | 2.9 | 28,903 | 7,857 | 2,872 | 1,279 | 708 | 6,246 | 174 |
| Hood River | 16.2 | .0066 | 33.4 | 9.2 | 17.8 | 19.6 | 27.5 | 6.2 | 92,445 | 25,401 | 11,089 | 5,808 | 3,040 | 21,016 | 1,556 |
| Jefferson | 12.7 | .0052 | 31.1 | 9.6 | 16.6 | 20.1 | 23.5 | 4.6 | 59,471 | 18,881 | 6,059 | 1,050 | 826 | 17,994 | 1,499 |
| Josephine | 73.9 | .0301 | 35.8 | 7.4 | 16.1 | 19.7 | 31.5 | 28.3 | 369,632 | 80,995 | 29,094 | 28,584 | 16,258 | 97,681 | 12,978 |
| Klamath | 58.0 | .0236 | 32.2 | 9.9 | 17.8 | 19.9 | 25.1 | 22.1 | 334,531 | 79,816 | 33,556 | 34,300 | 16,206 | 71,416 | 17,128 |
| Lake | 7.4 | .0030 | 33.7 | 8.3 | 16.5 | 21.0 | 26.8 | 2.9 | 32,740 | 9,758 | 2,953 | 180 | 1,109 | 8,389 | 1,368 |
| Lincoln | 36.7 | .0149 | 37.5 | 8.2 | 17.3 | 17.7 | 35.5 | 15.7 | 183,278 | 36,430 | 35,787 | 6,163 | 4,152 | 27,288 | 13,481 |
| Linn | 88.8 | .0362 | 32.3 | 9.5 | 18.1 | 19.7 | 25.4 | 33.5 | 470,666 | 104,493 | 40,442 | 53,236 | 16,723 | 115,515 | 19,862 |
| Malheur | 27.8 | .0113 | 32.3 | 9.4 | 15.4 | 18.3 | 27.6 | 9.8 | 184,092 | 37,379 | 16,729 | 21,014 | 5,137 | 44,470 | 7,207 |
| Morrow | 8.3 | .0034 | 31.5 | 9.3 | 17.6 | 20.9 | 23.0 | 2.9 | 21,334 | 5,071 | 2,739 | 585 | 274 | 4,756 | 459 |
| Sherman | 2.0 | .0008 | 34.0 | 7.5 | 17.0 | 16.9 | 31.5 | .8 | 10,041 | 457 | 3,241 | 243 | | | 261 |
| Tillamook | 21.1 | .0086 | 36.3 | 7.8 | 16.9 | 17.7 | 33.9 | 8.6 | 88,321 | 27,796 | 9,331 | 2,346 | 3,119 | 17,693 | 2,212 |
| Umatilla | 60.3 | .0246 | 32.1 | 9.9 | 18.1 | 18.9 | 25.8 | 21.7 | 348,858 | 90,732 | 30,656 | 14,746 | 11,036 | 90,929 | 17,339 |
| Union | 23.7 | .0096 | 31.8 | 10.9 | 17.6 | 19.3 | 25.1 | 8.5 | 116,907 | 29,779 | 10,505 | 2,916 | 5,873 | 26,994 | 11,373 |
| Wallowa | 7.3 | .0030 | 35.9 | 7.5 | 16.3 | 19.6 | 31.7 | 3.0 | 33,685 | 9,970 | 2,034 | 660 | 737 | 12,636 | 1,133 |
| Wasco | 20.9 | .0085 | 34.1 | 8.0 | 17.3 | 19.0 | 27.6 | 8.2 | 135,622 | 21,045 | 14,101 | 18,000 | 4,376 | 34,844 | 10,576 |
| Wheeler | 1.4 | .0005 | 39.5 | 6.2 | 12.7 | 19.7 | 36.4 | .7 | 4,161 | 862 | 610 | 316 | | 2,009 | |
| **TOTAL METRO COUNTIES** | **1,844.9** | **.7512** | **32.3** | **10.7** | **20.4** | **19.6** | **24.9** | **722.4** | **11,671,020** | **2,119,074** | **1,259,709** | **2,052,525** | **580,967** | **2,432,244** | **220,688** |
| **TOTAL STATE** | **2,738.4** | **1.1149** | **32.5** | **10.5** | **19.5** | **19.6** | **25.5** | **1,060.7** | **16,183,394** | **3,233,075** | **1,728,314** | **2,400,708** | **748,856** | **3,431,550** | **432,636** |

## ORE.

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **EUGENE - SPRINGFIELD** | **2,837,534** | **21,070** | **25.6** | **29.9** | **14.3** | **8.4** | **.0949** |
| Lane | 2,837,534 | 21,070 | 25.6 | 29.9 | 14.3 | 8.4 | .0949 |
| • Eugene | 1,217,914 | 19,196 | 26.5 | 25.2 | 13.2 | 9.9 | .0462 |
| • Springfield | 377,541 | 19,432 | 27.4 | 32.3 | 12.1 | 4.2 | .0142 |
| SUBURBAN TOTAL | 1,242,079 | 23,391 | 24.0 | 33.6 | 16.3 | 8.5 | .0345 |
| **MEDFORD** | **1,389,279** | **19,588** | **28.8** | **29.8** | **12.3** | **6.8** | **.0491** |
| Jackson | 1,389,279 | 19,588 | 28.8 | 29.8 | 12.3 | 6.8 | .0491 |
| • Medford | 469,553 | 19,628 | 28.2 | 28.9 | 12.4 | 7.8 | .0221 |

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| SUBURBAN TOTAL | 919,726 | 19,568 | 29.0 | 30.3 | 12.2 | 6.4 | .0270 |
| **PORTLAND** | **15,169,791** | **25,963** | **22.0** | **28.4** | **18.6** | **14.9** | **.4901** |
| Clackamas | 3,203,192 | 28,098 | 20.5 | 30.6 | 20.8 | 15.2 | .0954 |
| Multnomah | 7,135,968 | 22,638 | 24.3 | 27.6 | 16.3 | 11.9 | .2441 |
| • Portland | 5,510,931 | 20,193 | 25.4 | 26.6 | 14.5 | 11.1 | .1928 |
| Washington | 4,250,313 | 32,392 | 17.4 | 27.7 | 22.3 | 22.8 | .1314 |
| Yamhill | 580,318 | 22,289 | 25.0 | 31.0 | 15.8 | 8.8 | .0192 |
| SUBURBAN TOTAL | 9,658,860 | 29,547 | 19.4 | 29.8 | 21.6 | 17.7 | .2973 |

## ORE. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| *PORTLAND - VANCOUVER CONSOLIDATED AREA* | *17,819,992* | *26,189* | *21.6* | *28.5* | *18.8* | *15.0* | *.5666* |
| **SALEM** | **2,619,731** | **20,514** | **27.6** | **29.7** | **14.0** | **7.5** | **.0867** |
| Marion | 2,152,610 | 20,280 | 28.2 | 29.6 | 13.5 | 7.5 | .0737 |
| • Salem | 967,791 | 19,017 | 29.1 | 27.8 | 12.1 | 7.8 | .0377 |
| Polk | 467,121 | 21,586 | 25.1 | 30.3 | 16.2 | 7.3 | .0130 |
| SUBURBAN TOTAL | 1,651,940 | 21,401 | 26.7 | 31.0 | 15.1 | 7.3 | .0490 |
| **OTHER COUNTIES** | | | | | | | |
| Baker | 122,453 | 15,901 | 30.8 | 25.5 | 9.3 | 3.6 | .0044 |
| Benton | 777,288 | 23,596 | 24.2 | 25.7 | 16.8 | 14.6 | .0236 |
| Corvallis | 454,840 | 20,290 | 26.9 | 23.9 | 14.5 | 12.2 | .0162 |
| Clatsop | 322,773 | 18,564 | 28.3 | 27.1 | 11.9 | 7.5 | .0117 |
| Columbia | 353,821 | 22,500 | 23.7 | 32.5 | 16.4 | 6.7 | .0107 |
| Coos | 558,536 | 19,287 | 28.5 | 30.7 | 12.7 | 5.0 | .0197 |
| Crook | 121,453 | 17,770 | 32.8 | 28.6 | 10.2 | 3.8 | .0038 |
| Curry | 166,188 | 17,545 | 30.9 | 26.7 | 10.4 | 6.0 | .0059 |
| Deschutes | 674,497 | 20,217 | 28.5 | 30.8 | 13.1 | 6.6 | .0233 |
| Douglas | 834,660 | 19,738 | 27.6 | 32.9 | 12.0 | 4.4 | .0297 |
| Gilliam | 27,756 | 26,611 | 23.2 | 28.6 | 19.9 | 16.8 | .0006 |
| Grant | 67,823 | 18,516 | 31.9 | 29.6 | 8.0 | 2.8 | .0023 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Harney | 63,629 | 18,194 | 32.5 | 31.4 | 9.7 | 3.1 | .0021 |
| Hood River | 151,796 | 18,685 | 29.3 | 28.7 | 12.3 | 6.2 | .0055 |
| Jefferson | 117,341 | 20,440 | 29.9 | 32.5 | 12.2 | 6.6 | .0039 |
| Josephine | 619,885 | 16,809 | 30.9 | 26.7 | 10.0 | 4.6 | .0230 |
| Klamath | 525,214 | 18,888 | 27.7 | 29.5 | 12.3 | 5.4 | .0194 |
| Lake | 67,036 | 19,254 | 28.9 | 31.4 | 12.6 | 4.2 | .0023 |
| Lincoln | 445,013 | 21,213 | 26.7 | 27.3 | 14.7 | 10.6 | .0134 |
| Linn | 872,573 | 21,271 | 26.0 | 31.1 | 14.8 | 7.2 | .0301 |
| Malheur | 228,749 | 17,793 | 30.2 | 27.5 | 11.2 | 5.7 | .0093 |
| Morrow | 87,744 | 24,519 | 25.2 | 28.9 | 19.4 | 11.3 | .0025 |
| Sherman | 24,191 | 23,850 | 24.5 | 28.3 | 17.9 | 13.0 | .0008 |
| Tillamook | 190,003 | 16,696 | 32.5 | 25.8 | 10.2 | 4.5 | .0063 |
| Umatilla | 578,909 | 20,954 | 28.8 | 30.4 | 14.8 | 7.1 | .0208 |
| Union | 226,477 | 20,985 | 25.6 | 29.0 | 15.5 | 7.8 | .0076 |
| Wallowa | 65,996 | 17,075 | 31.7 | 27.9 | 7.9 | 6.2 | .0023 |
| Wasco | 214,918 | 21,563 | 24.5 | 32.4 | 12.4 | 8.0 | .0077 |
| Wheeler | 12,222 | 11,923 | 35.2 | 18.0 | 5.0 | 3.1 | .0004 |
| **TOTAL METRO COUNTIES** | **22,016,335** | **23,737** | **23.8** | **28.8** | **16.9** | **12.4** | **.7208** |
| **TOTAL STATE** | **30,535,274** | **22,309** | **25.1** | **29.1** | **15.6** | **10.6** | **1.0139** |

# Pennsylvania

S&MM ESTIMATES

| | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| **ALLENTOWN - BETHLEHEM** | **664.8** | **.2707** | **35.3** | **10.2** | **16.5** | **19.8** | **30.6** | **255.2** | **4,302,427** | **896,836** | **359,745** | **486,017** | **212,031** | **1,017,234** | **135,116** |
| Carbon | 55.0 | .0224 | 37.9 | 8.6 | 14.7 | 18.3 | 35.5 | 21.5 | 196,073 | 66,289 | 11,623 | 5,562 | 9,647 | 45,802 | 8,166 |
| Lehigh | 284.0 | .1156 | 35.3 | 10.3 | 17.0 | 19.9 | 30.5 | 112.1 | 2,436,081 | 428,477 | 220,858 | 376,085 | 147,597 | 555,721 | 68,541 |
| • Allentown | 105.6 | .0430 | 36.0 | 12.0 | 16.4 | 17.1 | 34.2 | 44.8 | 944,703 | 157,497 | 105,694 | 78,984 | 49,928 | 250,002 | 29,247 |
| Northampton | 236.2 | .0962 | 35.1 | 10.9 | 16.1 | 19.6 | 30.6 | 88.8 | 1,077,788 | 267,546 | 91,466 | 75,545 | 39,075 | 266,415 | 39,063 |
| • Bethlehem | 71.5 | .0289 | 35.6 | 14.4 | 15.2 | 16.7 | 33.7 | 27.9 | 409,965 | 105,935 | 31,273 | 38,140 | 22,793 | 93,136 | 21,278 |
| • Easton | 26.2 | .0109 | 32.9 | 14.9 | 15.7 | 15.2 | 31.5 | 10.2 | 176,766 | 59,332 | 16,311 | 9,076 | 13,387 | 7,918 | 6,230 |
| *Warren, N.J.* | *89.6* | *.0365* | *34.2* | *9.2* | *16.9* | *20.7* | *27.9* | *32.8* | *592,485* | *134,524* | *35,798* | *28,825* | *15,712* | *149,296* | *19,346* |
| SUBURBAN TOTAL | 461.5 | .1879 | 35.3 | 8.9 | 16.7 | 21.3 | 29.2 | 172.3 | 2,770,913 | 574,072 | 206,467 | 359,817 | 125,923 | 636,178 | 78,361 |
| **ALTOONA** | **133.9** | **.0545** | **35.0** | **9.6** | **15.5** | **18.5** | **31.5** | **50.5** | **805,253** | **173,086** | **50,632** | **110,172** | **52,671** | **196,289** | **31,714** |
| Blair | 133.9 | .0545 | 35.0 | 9.6 | 15.5 | 18.5 | 31.5 | 50.5 | 805,253 | 173,086 | 50,632 | 110,172 | 52,671 | 196,289 | 31,714 |
| • Altoona | 53.9 | .0219 | 36.4 | 10.2 | 14.5 | 17.0 | 34.7 | 20.9 | 404,846 | 82,490 | 29,378 | 38,659 | 32,957 | 114,453 | 15,718 |
| SUBURBAN TOTAL | 80.0 | .0326 | 34.3 | 9.2 | 16.2 | 19.4 | 29.5 | 29.6 | 400,407 | 90,596 | 21,254 | 71,513 | 19,714 | 81,836 | 15,996 |
| **BEAVER COUNTY** | **192.9** | **.0785** | **35.1** | **10.1** | **15.5** | **19.7** | **30.5** | **71.3** | **894,426** | **270,575** | **59,544** | **159,995** | **49,044** | **131,420** | **38,990** |
| Beaver | 192.9 | .0785 | 35.1 | 10.1 | 15.5 | 19.7 | 30.5 | 71.3 | 894,426 | 270,575 | 59,544 | 159,995 | 49,044 | 131,420 | 38,990 |
| SUBURBAN TOTAL | 192.9 | .0785 | 35.1 | 10.1 | 15.5 | 19.7 | 30.5 | 71.3 | 894,426 | 270,575 | 59,544 | 159,995 | 49,044 | 131,420 | 38,990 |
| **ERIE** | **282.7** | **.1151** | **31.9** | **12.0** | **16.7** | **18.1** | **26.8** | **103.5** | **1,596,238** | **337,823** | **150,448** | **189,116** | **102,531** | **362,600** | **55,218** |
| Erie | 282.7 | .1151 | 31.9 | 12.0 | 16.7 | 18.1 | 26.8 | 103.5 | 1,596,238 | 337,823 | 150,448 | 189,116 | 102,531 | 362,600 | 55,218 |
| • Erie | 116.9 | .0476 | 32.4 | 12.6 | 16.7 | 13.2 | 30.4 | 45.5 | 671,043 | 198,011 | 67,420 | 37,987 | 51,909 | 133,463 | 31,471 |
| Millcreek Township | 41.1 | .0167 | 33.9 | 10.2 | 16.9 | 20.9 | 27.2 | 17.1 | 456,608 | 32,308 | 39,941 | 123,952 | 36,058 | 103,170 | 9,779 |
| SUBURBAN TOTAL | 165.8 | .0675 | 31.6 | 11.6 | 16.4 | 20.1 | 24.4 | 58.0 | 925,195 | 139,812 | 83,028 | 151,129 | 50,622 | 229,137 | 23,747 |
| **HARRISBURG - LEBANON - CARLISLE** | **584.5** | **.2379** | **33.9** | **10.7** | **17.4** | **20.0** | **28.0** | **224.5** | **4,456,142** | **1,002,991** | **356,669** | **487,117** | **206,931** | **1,016,603** | **142,697** |
| Cumberland | 192.3 | .0783 | 33.7 | 12.4 | 16.8 | 21.0 | 26.7 | 72.2 | 1,846,537 | 436,631 | 148,584 | 181,698 | 78,985 | 360,847 | 62,884 |
| • Carlisle | 20.1 | .0082 | 33.1 | 15.1 | 16.2 | 16.9 | 30.0 | 8.1 | 449,292 | 149,590 | 32,339 | 46,475 | 10,763 | 67,655 | 15,351 |
| Dauphin | 238.8 | .0972 | 34.2 | 10.1 | 17.8 | 19.3 | 29.2 | 96.0 | 1,742,837 | 393,501 | 159,024 | 216,394 | 86,476 | 392,806 | 59,281 |
| • Harrisburg | 52.1 | .0212 | 33.4 | 9.9 | 17.6 | 15.8 | 31.4 | 22.8 | 452,015 | 95,920 | 47,892 | 39,380 | 19,826 | 115,406 | 14,714 |
| Lebanon | 112.5 | .0458 | 34.2 | 9.7 | 16.5 | 20.0 | 28.8 | 41.3 | 734,014 | 141,496 | 41,858 | 84,482 | 38,095 | 213,477 | 17,134 |
| • Lebanon | 26.3 | .0108 | 35.6 | 10.3 | 15.5 | 17.3 | 33.3 | 11.1 | 254,621 | 44,036 | 16,673 | 19,937 | 16,857 | 60,530 | 10,780 |
| Perry | 40.9 | .0166 | 32.2 | 9.2 | 18.5 | 20.0 | 24.9 | 15.0 | 132,754 | 31,363 | 7,203 | 4,543 | 3,375 | 49,473 | 3,398 |
| SUBURBAN TOTAL | 483.8 | .1977 | 33.9 | 10.5 | 17.4 | 20.8 | 27.3 | 182.5 | 3,300,214 | 713,445 | 259,765 | 381,325 | 159,485 | 773,012 | 101,852 |
| **JOHNSTOWN** | **256.1** | **.1042** | **34.4** | **10.5** | **15.7** | **17.4** | **31.6** | **93.5** | **1,071,154** | **272,985** | **67,531** | **128,425** | **58,330** | **242,597** | **37,686** |
| Cambria | 173.4 | .0706 | 34.3 | 11.0 | 15.4 | 17.0 | 32.0 | 62.9 | 756,121 | 198,946 | 45,980 | 106,601 | 37,544 | 139,191 | 28,907 |
| • Johnstown | 32.1 | .0131 | 38.4 | 10.2 | 14.4 | 15.5 | 26.1 | 13.4 | 230,788 | 72,038 | 14,244 | 14,597 | 11,664 | 52,431 | 10,513 |
| Somerset | 82.7 | .0336 | 34.4 | 9.5 | 15.9 | 18.4 | 30.7 | 30.6 | 315,033 | 74,039 | 21,551 | 21,824 | 20,786 | 103,406 | 8,779 |
| SUBURBAN TOTAL | 224.0 | .0911 | 33.9 | 10.6 | 15.7 | 17.7 | 30.7 | 80.1 | 840,366 | 200,947 | 53,287 | 113,828 | 46,666 | 190,166 | 27,173 |
| **LANCASTER** | **395.0** | **.1608** | **32.6** | **11.3** | **16.9** | **19.7** | **26.3** | **143.8** | **2,609,916** | **580,351** | **212,922** | **259,760** | **190,751** | **593,594** | **82,476** |
| Lancaster | 395.0 | .1608 | 32.6 | 11.3 | 16.9 | 19.7 | 26.3 | 143.8 | 2,609,916 | 580,351 | 212,922 | 259,760 | 190,751 | 593,594 | 82,476 |
| • Lancaster | 57.7 | .0235 | 31.4 | 14.4 | 17.3 | 15.7 | 28.1 | 23.1 | 592,065 | 62,576 | 38,471 | 154,188 | 51,282 | 135,851 | 10,418 |
| SUBURBAN TOTAL | 337.3 | .1373 | 32.8 | 10.8 | 16.9 | 20.4 | 25.9 | 120.7 | 2,017,851 | 517,775 | 174,451 | 105,572 | 139,469 | 457,743 | 72,058 |
| **PHILADELPHIA** | **4,855.0** | **1.9765** | **33.7** | **10.8** | **16.8** | **19.8** | **28.0** | **1,790.9** | **32,943,827** | **6,781,503** | **2,884,739** | **3,841,902** | **1,791,985** | **7,584,052** | **1,197,626** |
| Bucks | 527.4 | .2147 | 32.2 | 10.3 | 17.9 | 22.0 | 22.9 | 185.4 | 4,006,201 | 777,335 | 268,039 | 443,166 | 127,750 | 1,255,475 | 95,888 |

| PA. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| Bensalem Township | 58.4 | .0238 | 30.0 | 10.8 | 24.3 | 19.0 | 18.9 | 22.7 | 602,982 | 150,895 | 37,509 | 155,333 | 11,839 | 100,894 | 13,199 |
| Bristol Township | 60.6 | .0247 | 30.3 | 11.9 | 18.1 | 18.8 | 22.7 | 20.1 | 220,843 | 65,693 | 15,612 | 2,358 | 7,860 | 59,463 | 8,828 |
| Chester | 344.3 | .1401 | 32.8 | 10.5 | 17.7 | 22.3 | 23.8 | 122.8 | 1,927,903 | 391,135 | 150,261 | 114,581 | 123,486 | 546,803 | 65,487 |
| Delaware | 561.9 | .2287 | 34.9 | 11.2 | 15.9 | 18.6 | 31.3 | 207.6 | 4,279,960 | 911,528 | 321,900 | 579,109 | 226,911 | 969,501 | 143,387 |
| Chester | 44.0 | .0179 | 31.7 | 12.3 | 15.5 | 15.4 | 29.5 | 16.3 | 187,906 | 25,051 | 14,602 | 2,971 | 7,370 | 45,879 | 6,677 |
| Haverford Township | 52.5 | .0214 | 38.4 | 10.6 | 15.3 | 18.5 | 33.3 | 18.4 | 208,060 | 37,465 | 19,274 | 9,104 | 18,022 | 59,497 | 6,772 |
| Upper Darby Township | 86.0 | .0350 | 36.2 | 13.4 | 17.4 | 16.5 | 34.8 | 35.3 | 607,531 | 193,630 | 39,065 | 79,219 | 20,887 | 92,949 | 40,287 |
| Montgomery | 673.4 | .2742 | 35.6 | 9.9 | 16.3 | 21.0 | 30.1 | 249.6 | 6,706,433 | 1,277,568 | 513,425 | 1,042,153 | 283,031 | 1,637,805 | 210,233 |
| Abington Township | 59.3 | .0241 | 38.8 | 9.2 | 14.4 | 19.5 | 35.6 | 22.0 | 598,591 | 61,711 | 31,186 | 109,853 | 17,300 | 267,395 | 10,515 |
| Lower Merion Township | 60.2 | .0245 | 39.9 | 10.3 | 15.0 | 20.7 | 35.6 | 23.3 | 643,919 | 152,592 | 65,769 | 92,210 | 41,496 | 259,199 | 22,948 |
| • Norristown | 34.1 | .0139 | 35.1 | 11.7 | 15.5 | 17.9 | 28.5 | 13.8 | 341,251 | 113,724 | 17,061 | 35,838 | 5,792 | 87,460 | 14,033 |
| Philadelphia | 1,639.0 | .6673 | 34.3 | 11.4 | 16.4 | 17.9 | 30.9 | 635.8 | 8,874,018 | 2,023,862 | 1,068,911 | 743,194 | 662,291 | 1,271,992 | 457,979 |
| • Philadelphia | 1,639.0 | .6673 | 34.3 | 11.4 | 16.4 | 17.9 | 30.9 | 635.8 | 8,874,018 | 2,023,862 | 1,068,911 | 743,194 | 662,291 | 1,271,992 | 457,979 |
| *Burlington, N. J.* | *395.8* | *.1611* | *31.6* | *11.5* | *17.9* | *22.0* | *21.9* | *133.9* | *2,407,468* | *425,623* | *211,126* | *317,066* | *115,645* | *772,838* | *58,679* |

**Read·ing**

(rĕd′ĭng), *n.* 1. A Metro Area in a suburban Pennsylvania setting.
2. Located in the Philadelphia ADI, the #4 ADI in the nation, but free of influence from the Philadelphia dailies.
3. A separate market for advertisers, a key market in Eastern Pennsylvania.

READING EAGLE
Monday thru Friday Evening and Sunday

Reading Times
Monday thru Friday Morning

a.m.BERKS
Saturday Morning

*Over 67% of the total adults in the Reading MSA read an average issue of the Reading Eagle-Times.*

Scarborough's 1987 Newspaper Audience Ratings Study
Market Information Available On Request

READING EAGLE COMPANY
345 Penn Street, Reading, PA 19601
Phone (215) 371-5000

*Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.*

SPAN Suburban Philadelphia Area Newspapers

TURN TO
**LANDON**
FOR RESULTS
(SEE PAGE B-26)

**SPAN**

PHILADEL^HIA

**SPAN completes your Metro buy**

Cover 16.3% with two major newspaper buys: the Inquirer/News (10.5%) AND SPAN (5.8% which includes 11 newspapers with one order, one bill at a discount). For deeper penetration, the SPAN PLUS weekly package provides an additional 3.6% coverage of the metro market. Contact Kevin Griffin Philadelphia: 215-688-5612. Bob Keim in New York: 212-867-1112.

Chester (PA) Delaware County Times/Doylestown (PA) [illegible] Norristown (PA) Times Herald/Phoenixville (PA) Phoenix/Pottstown (PA) Mercury/[illegible] West Chester (PA) Daily Local News/Ardmore (PA) Main Line Times/Upper Darby (PA) News of Delaware County/Woodbury (NJ) Gloucester County Times

## METRO & COUNTY TOTALS

**PA.** (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Camden, N. J.* | *495.6* | *.2018* | *32.9* | *10.0* | *17.2* | *19.9* | *26.5* | *180.7* | *3,339,955* | *651,585* | *277,032* | *370,605* | *210,982* | *775,648* | *125,970* |
| *• Camden* | *83.5* | *.0340* | *28.1* | *11.0* | *15.0* | *18.1* | *23.5* | *29.3* | *214,409* | *53,473* | *26,072* | *8,226* | *6,144* | *8,313* | *21,488* |
| *Cherry Hill Township* | *71.9* | *.0293* | *36.5* | *8.3* | *13.3* | *26.2* | *26.6* | *24.3* | *960,756* | *100,706* | *67,408* | *150,779* | *71,453* | *311,528* | *23,559* |
| *Gloucester Township* | *50.6* | *.0206* | *30.3* | *10.4* | *22.0* | *20.7* | *18.9* | *17.8* | *125,737* | *49,563* | *10,353* | *7,136* | *2,406* | *6,319* | *4,533* |
| *Gloucester, N. J.* | *217.6* | *.0886* | *31.5* | *11.0* | *17.7* | *20.4* | *23.4* | *75.1* | *1,401,889* | *322,867* | *74,045* | *232,028* | *41,889* | *353,990* | *40,003* |
| SUBURBAN TOTAL | 3,098.4 | 1.2613 | 33.5 | 10.5 | 17.2 | 20.9 | 26.5 | 1,112.8 | 23,514,149 | 4,590,444 | 1,772,695 | 3,054,644 | 1,117,758 | 6,216,287 | 704,126 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***5,875.0*** | ***2.3916*** | ***33.6*** | ***10.9*** | ***17.0*** | ***19.9*** | ***27.6*** | ***2,156.4*** | ***39,922,456*** | ***8,238,394*** | ***3,428,685*** | ***4,757,521*** | ***2,181,014*** | ***9,100,263*** | ***1,418,029*** |
| **PITTSBURGH** | **2,119.1** | **.8628** | **35.8** | **10.3** | **16.3** | **18.9** | **32.1** | **830.4** | **12,322,375** | **2,763,585** | **1,179,129** | **1,617,232** | **717,539** | **2,757,481** | **452,471** |
| Allegheny | 1,363.6 | .5552 | 36.0 | 10.8 | 16.5 | 18.7 | 32.6 | 545.5 | 8,540,626 | 1,876,034 | 895,645 | 1,140,352 | 507,537 | 1,859,721 | 319,719 |
| • McKeesport | 27.3 | .0111 | 39.0 | 9.8 | 14.8 | 13.2 | 38.8 | 11.7 | 174,596 | 42,616 | 15,641 | 6,113 | 11,644 | 57,416 | 6,241 |
| Penn Hills Township | 54.3 | .0221 | 34.4 | 10.0 | 17.0 | 20.3 | 28.6 | 19.8 | 216,757 | 91,149 | 17,128 | 15,462 | 7,398 | 29,674 | 9,897 |
| • Pittsburgh | 386.0 | .1572 | 35.3 | 13.5 | 16.8 | 15.7 | 34.6 | 161.4 | 2,601,687 | 559,287 | 364,369 | 279,723 | 148,686 | 512,790 | 118,408 |
| Fayette | 159.2 | .0648 | 35.2 | 9.2 | 15.3 | 17.8 | 32.5 | 59.9 | 711,888 | 192,152 | 47,526 | 97,039 | 31,873 | 151,783 | 31,441 |
| Washington | 214.1 | .0872 | 35.7 | 10.2 | 15.6 | 19.2 | 31.7 | 80.8 | 1,022,004 | 252,558 | 80,685 | 108,623 | 40,147 | 269,693 | 33,992 |
| Westmoreland | 382.2 | .1556 | 35.3 | 9.4 | 16.2 | 19.9 | 30.5 | 144.2 | 2,047,857 | 442,841 | 155,273 | 271,216 | 137,982 | 476,284 | 67,319 |
| Hempfield Township | 43.0 | .0175 | 33.2 | 8.9 | 18.7 | 21.3 | 25.3 | 15.4 | 314,684 | 38,724 | 15,727 | 98,029 | 11,291 | 116,529 | 3,322 |
| SUBURBAN TOTAL | 1,705.8 | .6945 | 35.8 | 9.6 | 16.2 | 19.7 | 31.5 | 657.3 | 9,546,092 | 2,161,682 | 799,119 | 1,331,396 | 557,209 | 2,187,275 | 327,822 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***2,312.0*** | ***.9413*** | ***35.7*** | ***10.3*** | ***16.2*** | ***18.8*** | ***32.1*** | ***901.7*** | ***13,216,801*** | ***3,034,160*** | ***1,238,673*** | ***1,777,227*** | ***766,583*** | ***2,888,901*** | ***491,461*** |
| **READING** | **327.1** | **.1331** | **36.0** | **9.9** | **16.0** | **19.8** | **31.6** | **127.0** | **2,401,553** | **455,401** | **199,185** | **287,046** | **136,508** | **571,210** | **62,669** |
| Berks | 327.1 | .1331 | 36.0 | 9.9 | 16.0 | 19.8 | 31.6 | 127.0 | 2,401,553 | 455,401 | 199,185 | 287,046 | 136,508 | 571,210 | 62,669 |
| • Reading | 78.0 | .0318 | 36.5 | 11.1 | 14.8 | 16.0 | 35.6 | 33.4 | 563,378 | 75,541 | 57,857 | 17,780 | 51,639 | 154,103 | 13,589 |
| SUBURBAN TOTAL | 249.1 | .1013 | 35.8 | 9.6 | 16.4 | 20.9 | 30.4 | 93.6 | 1,838,175 | 379,860 | 141,328 | 269,266 | 84,869 | 417,107 | 49,080 |
| **SCRANTON - WILKES-BARRE** | **732.2** | **.2981** | **37.0** | **10.0** | **15.0** | **18.5** | **34.1** | **280.0** | **4,318,954** | **993,786** | **366,133** | **566,616** | **200,123** | **886,512** | **192,940** |
| Columbia | 63.4 | .0258 | 33.8 | 14.1 | 15.1 | 18.4 | 29.8 | 23.3 | 287,623 | 79,602 | 26,618 | 31,119 | 13,005 | 59,091 | 9,615 |
| Lackawanna | 223.2 | .0909 | 37.8 | 10.0 | 14.5 | 17.8 | 35.7 | 85.2 | 1,422,004 | 291,406 | 123,571 | 206,501 | 60,455 | 295,581 | 77,560 |
| • Scranton | 82.6 | .0336 | 39.1 | 11.1 | 14.1 | 15.5 | 38.8 | 33.3 | 619,850 | 110,141 | 50,367 | 106,129 | 21,220 | 155,638 | 29,673 |
| Luzerne | 332.0 | .1352 | 38.3 | 9.2 | 14.7 | 18.4 | 35.9 | 128.5 | 1,946,090 | 466,485 | 160,743 | 260,449 | 104,369 | 391,108 | 80,874 |
| • Hazleton | 25.5 | .0104 | 42.0 | 9.0 | 12.9 | 17.3 | 41.2 | 10.6 | 258,897 | 64,231 | 16,622 | 45,814 | 15,420 | 58,853 | 11,471 |
| • Wilkes-Barre | 48.2 | .0196 | 39.2 | 11.6 | 14.0 | 16.0 | 38.4 | 19.9 | 478,024 | 100,889 | 40,357 | 122,054 | 41,453 | 30,463 | 16,888 |
| Monroe | 84.6 | .0344 | 34.8 | 10.4 | 16.8 | 20.0 | 29.6 | 32.8 | 541,652 | 123,765 | 46,138 | 62,303 | 18,930 | 113,617 | 18,743 |
| Wyoming | 29.0 | .0118 | 31.9 | 8.9 | 17.8 | 19.2 | 25.2 | 10.2 | 121,585 | 32,528 | 9,063 | 6,244 | 3,364 | 27,115 | 6,148 |
| SUBURBAN TOTAL | 575.9 | .2345 | 36.4 | 9.7 | 15.4 | 19.0 | 32.9 | 216.2 | 2,962,183 | 718,525 | 258,787 | 292,619 | 122,030 | 641,558 | 134,908 |
| **SHARON** | **125.5** | **.0511** | **34.7** | **11.3** | **15.0** | **18.6** | **31.0** | **46.1** | **582,812** | **124,449** | **48,777** | **93,479** | **32,350** | **147,865** | **18,170** |
| Mercer | 125.5 | .0511 | 34.7 | 11.3 | 15.0 | 18.6 | 31.0 | 46.1 | 582,812 | 124,449 | 48,777 | 93,479 | 32,350 | 147,865 | 18,170 |
| • Sharon | 16.3 | .0066 | 36.3 | 10.8 | 15.2 | 16.8 | 35.1 | 6.5 | 98,474 | 19,140 | 7,073 | 8,687 | 8,691 | 28,402 | 3,180 |
| SUBURBAN TOTAL | 109.2 | .0445 | 34.5 | 11.5 | 15.0 | 19.0 | 30.3 | 39.6 | 484,338 | 105,309 | 41,704 | 84,792 | 23,659 | 119,463 | 14,990 |
| **STATE COLLEGE** | **116.9** | **.0476** | **26.8** | **27.2** | **17.4** | **16.7** | **18.9** | **39.6** | **638,607** | **130,522** | **64,509** | **63,217** | **40,613** | **135,983** | **21,688** |
| Centre | 116.9 | .0476 | 26.8 | 27.2 | 17.4 | 16.7 | 18.9 | 39.6 | 638,607 | 130,522 | 64,509 | 63,217 | 40,613 | 135,983 | 21,688 |
| • State College | 34.8 | .0142 | 22.9 | 60.1 | 14.5 | 7.7 | 10.8 | 10.0 | 372,504 | 63,820 | 44,945 | 52,691 | 20,114 | 105,004 | 10,646 |
| SUBURBAN TOTAL | 82.1 | .0334 | 31.3 | 13.2 | 18.8 | 20.7 | 22.4 | 29.6 | 266,103 | 66,702 | 19,564 | 10,526 | 20,499 | 30,979 | 11,042 |
| **WILLIAMSPORT** | **117.9** | **.0480** | **33.9** | **10.7** | **16.1** | **19.0** | **29.2** | **43.8** | **682,480** | **162,744** | **50,104** | **90,511** | **38,894** | **163,690** | **22,563** |
| Lycoming | 117.9 | .0480 | 33.9 | 10.7 | 16.1 | 19.0 | 29.2 | 43.8 | 682,480 | 162,744 | 50,104 | 90,511 | 38,894 | 163,690 | 22,563 |
| • Williamsport | 32.1 | .0131 | 32.8 | 14.4 | 15.5 | 15.8 | 30.7 | 12.7 | 249,668 | 36,897 | 15,693 | 30,976 | 22,279 | 64,262 | 8,562 |
| SUBURBAN TOTAL | 85.8 | .0349 | 34.3 | 9.3 | 16.4 | 20 | 28.8 | 31.1 | 432,812 | 125,847 | 34,411 | 59,535 | 16,615 | 99,428 | 14,001 |
| **YORK** | **400.3** | **.1629** | **33.5** | **10.2** | **17.4** | **20.6** | **26.[illegible]** | **150.8** | **2,118,279** | **473,860** | **177,019** | **257,193** | **112,900** | **493,311** | **57,150** |
| Adams | 71.6 | .0291 | 32.3 | 12.0 | 16.6 | 19.4 | 26.2 | 25.6 | 256,342 | 71,499 | 36,493 | 8,835 | 12,150 | 51,155 | 7,012 |
| York | 328.7 | .1338 | 33.7 | 9.8 | 17.7 | 20.8 | 26.8 | 125.2 | 1,861,937 | 402,361 | 140,526 | 248,358 | 100,750 | 442,156 | 50,138 |
| • York | 44.2 | .0180 | 33.2 | 11.9 | 17.2 | 15.7 | 31.2 | 18.6 | 244,881 | 35,743 | 24,945 | 10,572 | 19,682 | 70,049 | 9,839 |
| SUBURBAN TOTAL | 356.1 | .1449 | 33.5 | 10.0 | 17.5 | 21.2 | 26.1 | 132.0 | 1,873,398 | 438,117 | 152,074 | 246,621 | 93,218 | 423,262 | 47,311 |

Here it is

Scrantonian Tribune

|  | Sunday | Daily |
|---|---|---|
| Readership | 140,320 | 115,387 |
| Duplication | 19.0% | 8.4% |

High Readership • Low Duplication • Get all the information. Send for our brochure: "Here it is in black & white." Write SCRANTONIAN TRIBUNE, 338 N. Washington Avenue, Scranton, PA 18501

in black and white.

TURN TO LANDON FOR RESULTS (SEE PAGE B-26)

## PA. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Armstrong | 79.1 | .0322 | 35.5 | 9.7 | 15.1 | 18.3 | 32.3 | 30.2 | 320,786 | 103,426 | 23,758 | 16,547 | 15,502 | 75,057 | 14,891 |
| Bedford | 48.2 | .0197 | 34.4 | 9.2 | 14.9 | 20.2 | 28.9 | 17.6 | 226,141 | 47,710 | 30,788 | 3,393 | 7,300 | 55,701 | 9,274 |
| Bradford | 65.5 | .0267 | 32.9 | 9.3 | 15.7 | 19.8 | 26.9 | 24.0 | 263,096 | 65,738 | 15,060 | 16,089 | 9,946 | 76,818 | 16,823 |
| Butler | 155.1 | .0632 | 32.2 | 11.7 | 17.1 | 19.5 | 25.7 | 55.2 | 715,043 | 144,334 | 64,839 | 99,129 | 46,829 | 170,070 | 24,778 |
| Cameron | 6.4 | .0026 | 36.3 | 8.6 | 15.1 | 19.0 | 32.7 | 2.7 | 22,823 | 8,237 | 1,279 | 1,701 | 368 | 2,956 | 1,844 |
| Clarion | 43.9 | .0179 | 31.0 | 16.7 | 14.3 | 18.2 | 26.0 | 15.0 | 191,620 | 40,119 | 20,372 | 16,396 | 7,773 | 38,741 | 8,881 |
| Clearfield | 83.5 | .0340 | 33.9 | 9.5 | 15.5 | 18.5 | 29.7 | 30.6 | 492,582 | 111,207 | 24,067 | 58,314 | 29,177 | 132,036 | 15,201 |
| Clinton | 39.5 | .0161 | 33.6 | 13.2 | 14.7 | 18.7 | 29.2 | 14.3 | 217,994 | 42,634 | 10,993 | 15,214 | 9,004 | 49,721 | 7,071 |
| Crawford | 88.1 | .0359 | 33.4 | 10.4 | 15.9 | 18.7 | 28.8 | 32.3 | 391,488 | 86,159 | 40,501 | 38,511 | 16,376 | 94,055 | 10,911 |
| Elk | 38.6 | .0158 | 33.9 | 9.5 | 14.8 | 19.0 | 29.3 | 13.9 | 140,058 | 43,224 | 6,715 | 9,903 | 7,070 | 35,045 | 8,579 |
| Forest | 4.8 | .0019 | 37.8 | 8.0 | 14.1 | 19.3 | 34.7 | 1.9 | 16,989 | 5,726 | 1,768 | 408 | 129 | 2,397 | |
| Franklin | 120.5 | .0491 | 34.0 | 9.6 | 16.6 | 20.5 | 27.7 | 45.1 | 490,455 | 108,324 | 40,662 | 55,075 | 19,299 | 116,784 | 21,009 |
| Fulton | 14.2 | .0058 | 33.2 | 9.2 | 15.6 | 20.8 | 26.4 | 5.4 | 30,781 | 11,638 | 2,510 | 1,118 | 762 | 9,464 | 1,134 |
| Greene | 41.5 | .0169 | 33.3 | 9.9 | 16.3 | 17.1 | 30.1 | 15.3 | 170,745 | 47,298 | 10,215 | 17,932 | 5,674 | 51,956 | 6,028 |
| Huntingdon | 43.4 | .0176 | 33.3 | 11.2 | 16.6 | 19.6 | 27.6 | 15.2 | 155,059 | 45,568 | 12,265 | 8,242 | 5,131 | 25,960 | 4,159 |
| Indiana | 94.2 | .0384 | 30.4 | 16.8 | 15.9 | 16.9 | 25.8 | 32.5 | 437,131 | 58,650 | 35,133 | 85,912 | 23,698 | 119,401 | 14,212 |
| Jefferson | 50.3 | .0205 | 34.6 | 9.7 | 15.2 | 18.4 | 30.9 | 19.1 | 209,716 | 53,339 | 9,227 | 12,383 | 8,854 | 50,002 | 7,053 |
| Juniata | 20.5 | .0083 | 34.0 | 9.3 | 16.0 | 20.2 | 28.2 | 7.5 | 67,204 | 15,918 | 4,085 | 3,586 | 1,730 | 26,020 | 2,282 |
| Lawrence | 102.7 | .0418 | 35.3 | 10.6 | 15.4 | 18.4 | 32.0 | 38.2 | 448,085 | 127,402 | 30,996 | 45,629 | 20,605 | 99,260 | 16,422 |
| McKean | 48.1 | .0196 | 35.4 | 9.3 | 14.2 | 18.3 | 32.4 | 18.2 | 212,646 | 52,904 | 16,596 | 24,636 | 7,656 | 53,620 | 11,812 |
| Mifflin | 47.7 | .0194 | 34.9 | 8.7 | 15.3 | 20.0 | 29.9 | 18.0 | 190,677 | 47,406 | 15,360 | 18,679 | 6,909 | 32,908 | 14,049 |
| Montour | 17.0 | .0069 | 36.1 | 9.6 | 15.5 | 19.5 | 32.0 | 6.1 | 95,022 | 17,561 | 6,153 | 2,604 | 3,680 | 45,635 | 4,780 |
| Northumberland | 100.9 | .0411 | 37.6 | 8.5 | 14.7 | 18.7 | 34.7 | 40.2 | 442,476 | 116,656 | 20,617 | 29,173 | 26,906 | 111,968 | 24,246 |
| Pike | 23.3 | .0095 | 40.8 | 6.7 | 13.9 | 19.1 | 38.9 | 9.4 | 68,170 | 15,242 | 8,667 | 1,162 | 2,021 | 14,181 | 1,423 |
| Potter | 18.8 | .0076 | 33.7 | 8.8 | 14.7 | 18.8 | 29.2 | 6.9 | 57,112 | 16,490 | 2,861 | 395 | 3,101 | 17,558 | 2,573 |
| Schuylkill | 159.5 | .0650 | 39.0 | 8.3 | 14.2 | 17.9 | 37.1 | 63.1 | 814,030 | 216,093 | 53,895 | 123,134 | 54,018 | 132,846 | 42,354 |
| Snyder | 36.3 | .0148 | 32.2 | 12.5 | 17.0 | 20.0 | 25.2 | 12.7 | 330,086 | 52,165 | 28,083 | 70,663 | 17,337 | 85,067 | 5,301 |
| Sullivan | 6.6 | .0027 | 35.6 | 10.5 | 13.3 | 16.6 | 34.1 | 2.3 | 26,371 | 6,108 | 1,681 | 3,624 | 251 | 6,288 | 1,086 |
| Susquehanna | 41.6 | .0169 | 34.3 | 8.6 | 15.3 | 20.1 | 28.8 | 15.0 | 133,709 | 33,717 | 8,883 | 1,772 | 4,710 | 39,223 | 5,234 |
| Tioga | 42.4 | .0173 | 32.4 | 12.4 | 14.6 | 19.6 | 26.6 | 14.9 | 142,873 | 34,357 | 11,009 | 11,215 | 4,210 | 36,214 | 5,867 |
| Union | 34.4 | .0140 | 31.6 | 15.5 | 17.4 | 19.7 | 24.4 | 11.2 | 147,827 | 40,127 | 20,629 | 8,450 | 5,790 | 27,219 | 8,472 |
| Venango | 63.7 | .0259 | 34.1 | 9.3 | 16.6 | 19.4 | 29.1 | 23.7 | 276,923 | 59,753 | 20,720 | 43,989 | 15,791 | 64,035 | 9,286 |
| Warren | 47.5 | .0194 | 35.1 | 8.8 | 15.4 | 20.0 | 30.2 | 17.6 | 509,584 | 62,441 | 20,375 | 33,427 | 10,194 | 79,202 | 11,788 |
| Wayne | 40.3 | .0164 | 35.9 | 8.2 | 14.9 | 18.6 | 32.5 | 15.1 | 272,392 | 58,996 | 13,880 | 16,096 | 17,774 | 53,427 | 10,356 |
| **TOTAL METRO COUNTIES** | **10,105.3** | **4.1138** | **34.5** | **10.8** | **16.5** | **19.2** | **29.9** | **3,828.4** | **64,002,646** | **13,885,898** | **5,629,085** | **7,689,274** | **3,558,973** | **14,248,669** | **2,305,176** |
| **TOTAL STATE** | **11,973.4** | **4.8747** | **34.5** | **10.7** | **16.4** | **19.2** | **29.9** | **4,518.8** | **72,730,340** | **15,882,565** | **6,263,727** | **8,583,775** | **3,974,548** | **16,279,504** | **2,654,355** |

## PA. EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| **ALLENTOWN - BETHLEHEM** | **9,062,902** | **27,974** | **20.0** | **28.2** | **20.1** | **16.9** | **.2790** |
| Carbon | 604,234 | 22,230 | 26.1 | 31.6 | 14.9 | 8.6 | .0176 |
| Lehigh | 4,301,039 | 30,560 | 18.2 | 26.3 | 21.4 | 20.9 | .1375 |
| • Allentown | 1,481,581 | 24,957 | 21.6 | 26.3 | 18.2 | 15.2 | .0501 |
| Northampton | 2,896,586 | 25,961 | 21.3 | 29.8 | 19.4 | 12.7 | .0854 |
| • Bethlehem | 891,851 | 24,083 | 22.1 | 26.2 | 18.1 | 13.2 | .0277 |
| • Easton | 267,762 | 18,185 | 26.3 | 27.5 | 11.1 | 7.3 | .0097 |
| *Warren, N. J.* | *1,261,043* | *30,183* | *18.7* | *28.2* | *20.8* | *21.2* | *.0385* |
| SUBURBAN TOTAL | 6,426,708 | 29,767 | 18.9 | 29.1 | 21.4 | 18.5 | .1915 |
| **ALTOONA** | **1,456,897** | **22.355** | **25.5** | **30.1** | **16.3** | **8.9** | **.0494** |
| Blair | 1,456,897 | 22,355 | 25.5 | 30.1 | 16.3 | 8.9 | .0494 |
| • Altoona | 572,806 | 20,777 | 26.1 | 28.4 | 14.9 | 8.5 | .0212 |
| SUBURBAN TOTAL | 884,091 | 23.387 | 25.0 | 31.4 | 17.3 | 9.2 | .0282 |
| **BEAVER COUNTY** | **2,357,167** | **27,867** | **18.8** | **29.5** | **21.5** | **13.5** | **.0699** |
| Beaver | 2,357,167 | 27,867 | 18.8 | 29.5 | 21.5 | 13.5 | .0699 |
| SUBURBAN TOTAL | 2,357,167 | 27,867 | 18.8 | 29.5 | 21.5 | 13.5 | .0699 |
| **ERIE** | **3,570,112** | **26,884** | **20.6** | **29.0** | **19.2** | **15.7** | **.1096** |
| Erie | 3,570,112 | 26,884 | 20.6 | 29.0 | 19.2 | 15.7 | .1096 |
| • Erie | 1,403,721 | 23,583 | 23.0 | 27.7 | 17.2 | 12.1 | .0445 |
| Millcreek Township | 697,646 | 32,111 | 17.8 | 30.0 | 21.6 | 22.5 | .0235 |
| SUBURBAN TOTAL | 2,166,391 | 29,516 | 18.8 | 30.0 | 20.7 | 18.5 | .0651 |
| **HARRISBURG - LEBANON - CARLISLE** | **8,152,126** | **28,337** | **19.7** | **29.6** | **19.8** | **17.8** | **.2615** |
| Cumberland | 2,880,996 | 31,277 | 17.5 | 29.2 | 21.4 | 21.7 | .0966 |
| • Carlisle | 288,060 | 24,517 | 22.5 | 28.3 | 15.3 | 16.8 | .0149 |
| Dauphin | 3,515,432 | 28,416 | 19.3 | 28.1 | 19.2 | 19.2 | .1081 |
| • Harrisburg | 642,481 | 19,987 | 25.0 | 26.1 | 12.2 | 11.7 | .0231 |
| Lebanon | 1,299,264 | 25,006 | 23.1 | 32.7 | 18.5 | 10.7 | .0438 |

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| • Lebanon | 296,059 | 19,657 | 28.0 | 27.8 | 13.3 | 8.1 | .0117 |
| Perry | 456,434 | 24,789 | 24.0 | 33.2 | 18.9 | 9.4 | .0130 |
| SUBURBAN TOTAL | 6,925,526 | 30,054 | 18.4 | 30.3 | 21.3 | 19.2 | .2118 |
| **JOHNSTOWN** | **2,385,284** | **19,456** | **27.7** | **30.2** | **12.5** | **6.0** | **.0788** |
| Cambria | 1,637,303 | 19,902 | 26.9 | 30.2 | 13.2 | 6.3 | .0544 |
| • Johnstown | 276,911 | 15,234 | 29.0 | 25.8 | 8.4 | 3.6 | .0114 |
| Somerset | 747,981 | 18,652 | 29.5 | 30.2 | 10.9 | 5.4 | .0244 |
| SUBURBAN TOTAL | 2,108,373 | 20,246 | 27.4 | 31.0 | 13.2 | 6.4 | .0674 |
| **LANCASTER** | **5,162,039** | **27,951** | **20.7** | **30.3** | **19.9** | **16.5** | **.1634** |
| Lancaster | 5,162,039 | 27,951 | 20.7 | 30.3 | 19.9 | 16.5 | .1634 |
| • Lancaster | 627,419 | 20,406 | 28.5 | 29.1 | 13.9 | 8.0 | .0260 |
| SUBURBAN TOTAL | 4,534,620 | 29,550 | 19.1 | 30.6 | 21.1 | 18.1 | .1374 |
| **PHILADELPHIA** | **70,939,293** | **30,007** | **18.2** | **24.6** | **18.9** | **23.2** | **2.1427** |
| Bucks | 7,861,357 | 34,546 | 15.1 | 26.2 | 23.1 | 26.1 | .2435 |
| Bensalem Township | 831,342 | 30,436 | 18.2 | 28.6 | 22.2 | 19.1 | .0295 |
| Bristol Township | 774,594 | 32,566 | 15.8 | 29.6 | 24.4 | 20.5 | .0215 |
| Chester | 5,870,360 | 36,753 | 14.7 | 23.7 | 20.2 | 32.5 | .1571 |
| Delaware | 8,614,869 | 32,094 | 17.4 | 25.2 | 20.0 | 25.3 | .2634 |
| Chester | 436,742 | 18,943 | 24.0 | 23.4 | 13.6 | 10.8 | .0140 |
| Haverford Township | 880,550 | 38,215 | 14.3 | 22.5 | 22.0 | 33.5 | .0221 |
| Upper Darby Township | 1,282,837 | 28,085 | 20.4 | 28.2 | 18.7 | 19.3 | .0388 |
| Montgomery | 11,922,458 | 35,512 | 15.2 | 25.1 | 21.1 | 29.8 | .3713 |
| Abington Township | 1,120,042 | 36,656 | 14.5 | 25.0 | 21.1 | 31.9 | .0339 |
| Lower Merion Township | 1,554,995 | 45,755 | 12.7 | 18.7 | 14.8 | 45.8 | .0456 |
| • Norristown | 416,494 | 23,980 | 24.9 | 28.4 | 17.1 | 13.4 | .0159 |
| Philadelphia | 20,291,186 | 22,704 | 21.9 | 23.8 | 15.3 | 15.8 | .6226 |
| • Philadelphia | 20,291,186 | 22,704 | 21.9 | 23.8 | 15.3 | 15.8 | .6226 |
| *Burlington, N. J.* | *6,324,618* | *36,616* | *14.9* | *24.2* | *21.7* | *31.0* | *.1777* |

**PA.** (cont.) EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| *Camden, N. J.* | *7,161,586* | *29,688* | *18.4* | *24.5* | *18.4* | *23.7* | *.2171* |
| *• Camden* | *675,951* | *15,736* | *27.2* | *22.0* | *10.7* | *6.7* | *.0215* |
| *Cherry Hill Township* | *1,413,264* | *47,949* | *10.3* | *16.8* | *19.8* | *46.7* | *.0466* |
| *Gloucester Township* | *742,118* | *34,081* | *15.4* | *26.9* | *22.9* | *25.4* | *.0182* |
| *Gloucester, N. J.* | *2,892,859* | *31,687* | *17.7* | *26.4* | *23.1* | *20.6* | *.0900* |
| SUBURBAN TOTAL | 49,555,662 | 34,508 | 15.7 | 25.2 | 21.2 | 28.0 | 1.4827 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***86,427,786*** | ***30,289*** | ***18.1*** | ***24.5*** | ***19.0*** | ***23.6*** | ***2.6032*** |
| **PITTSBURGH** | **27,502,757** | **25,296** | **21.3** | **27.9** | **17.7** | **14.6** | **.8415** |
| Allegheny | 18,823,909 | 26,083 | 20.7 | 27.0 | 18.0 | 16.3 | .5708 |
| • McKeesport | 317,924 | 19,304 | 24.0 | 23.4 | 14.7 | 10.4 | .0106 |
| Penn Hills Township | 725,393 | 30,394 | 17.1 | 32.5 | 23.0 | 17.3 | .0200 |
| • Pittsburgh | 4,619,591 | 19,543 | 24.2 | 24.9 | 13.3 | 10.9 | .1541 |
| Fayette | 1,473,095 | 18,797 | 25.0 | 28.7 | 12.4 | 6.2 | .0499 |
| Washington | 2,591,785 | 25,308 | 21.9 | 28.1 | 18.9 | 13.3 | .0778 |
| Westmoreland | 4,613,968 | 25,470 | 21.8 | 30.5 | 18.5 | 12.4 | .1430 |
| Hempfield Township | 544,236 | 29,076 | 18.7 | 33.3 | 22.1 | 14.5 | .0181 |
| SUBURBAN TOTAL | 22,565,242 | 26,823 | 20.6 | 28.6 | 18.9 | 15.6 | .6768 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***29,859,924*** | ***25,504*** | ***21.1*** | ***28.0*** | ***18.0*** | ***14.5*** | ***.9114*** |
| **READING** | **4,334,727** | **26,753** | **20.8** | **28.7** | **19.7** | **14.9** | **.1408** |
| Berks | 4,334,727 | 26,753 | 20.8 | 28.7 | 19.7 | 14.9 | .1408 |
| • Reading | 875,514 | 19,084 | 25.6 | 26.2 | 13.7 | 8.0 | .0310 |
| SUBURBAN TOTAL | 3,459,213 | 29,654 | 19.2 | 29.5 | 21.9 | 17.3 | .1098 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds by EBI Group<br>(A) $10,000-$19,999<br>(B) $20,000-$34,999<br>(C) $35,000-$49,999<br>(D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **SCRANTON - WILKES-BARRE** | **8,445,285** | **22,748** | **26.0** | **29.4** | **16.0** | **10.8** | **.2751** |
| Columbia | 668,231 | 21,926 | 27.1 | 31.5 | 14.9 | 8.8 | .0211 |
| Lackawanna | 2,610,529 | 22,827 | 25.4 | 28.3 | 16.1 | 11.7 | .0865 |
| • Scranton | 925,074 | 20,255 | 26.6 | 27.0 | 14.2 | 9.3 | .0332 |
| Luzerne | 3,790,541 | 22,257 | 26.7 | 29.3 | 15.5 | 10.3 | .1240 |
| • Hazleton | 305,725 | 20,821 | 28.5 | 27.5 | 14.9 | 9.5 | .0119 |
| • Wilkes-Barre | 523,131 | 18,890 | 27.5 | 26.6 | 12.7 | 8.1 | .0214 |
| Monroe | 1,056,096 | 24,582 | 24.8 | 30.2 | 18.0 | 12.1 | .0339 |
| Wyoming | 319,888 | 24,400 | 23.7 | 32.5 | 17.0 | 11.2 | .0096 |
| SUBURBAN TOTAL | 6,691,355 | 23,531 | 25.7 | 30.0 | 16.7 | 11.4 | .2086 |
| **SHARON** | **1,437,221** | **24,773** | **22.3** | **30.7** | **17.8** | **11.4** | **.0442** |
| Mercer | 1,437,221 | 24,773 | 22.3 | 30.7 | 17.8 | 11.4 | .0442 |
| • Sharon | 184,672 | 21,527 | 23.8 | 26.3 | 16.1 | 10.4 | .0061 |
| SUBURBAN TOTAL | 1,252,549 | 25,216 | 22.0 | 31.6 | 18.0 | 11.5 | .0381 |
| **STATE COLLEGE** | **1,236,330** | **22,108** | **25.1** | **27.8** | **14.8** | **11.9** | **.0413** |
| Centre | 1,236,330 | 22,108 | 25.1 | 27.8 | 14.8 | 11.9 | .0413 |
| • State College | 297,630 | 14,781 | 29.1 | 16.8 | 8.7 | 11.9 | .0147 |
| SUBURBAN TOTAL | 938,700 | 24,403 | 23.7 | 31.5 | 16.8 | 12.0 | .0266 |
| **WILLIAMSPORT** | **1,346,895** | **23,507** | **24.5** | **30.1** | **16.6** | **11.4** | **.0438** |
| Lycoming | 1,346,895 | 23,507 | 24.5 | 30.1 | 16.6 | 11.4 | .0438 |
| • Williamsport | 355,130 | 19,592 | 27.4 | 27.0 | 12.5 | 9.5 | .0130 |
| SUBURBAN TOTAL | 991,765 | 25,095 | 23.4 | 31.4 | 18.3 | 12.1 | .0308 |
| **YORK** | **5,210,046** | **27,771** | **20.0** | **30.6** | **20.8** | **14.6** | **.1551** |
| Adams | 872,449 | 26,834 | 21.1 | 32.3 | 19.2 | 13.9 | .0244 |

Pennsylvania's
Lehigh Valley has
MORE TO IT
than Des Moines, Chicago,
New York City & Cincinnati!

**MORE** effective buying income (over $8.3 billion) than Des Moines…**MORE** grocery and food sales per household ($2,716) than Chicago…**MORE** automotive dealer sales per household ($3,838) than New York City …**MORE** apparel and accessories store sales per household ($755) than Cincinnati…**MORE** potential sales power than many of the Top 50 markets.*

And only The Morning Call delivers the Lehigh Valley. Make it a part of your buy…and get more for your money.

*S&MM Survey of Buying Power, 1987

THE
MORNING
CALL

Allentown, PA (215) 820-6634

Represented by Million Market Newspapers/
Times Mirror National Marketing

## PA. (cont.)

EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| York | 4,337,597 | 28,002 | 19.9 | 30.1 | 21.1 | 14.8 | .1307 |
| • York | 487,785 | 18,759 | 25.9 | 26.5 | 13.8 | 6.9 | .0160 |
| SUBURBAN TOTAL | 4,722,261 | 29,071 | 19.3 | 31.0 | 21.8 | 15.7 | .1391 |
| **OTHER COUNTIES** | | | | | | | |
| Armstrong | 378,850 | 22,934 | 23.8 | 29.8 | 16.9 | 9.5 | .0263 |
| Bedford | 478,779 | 20,479 | 27.6 | 29.8 | 13.2 | 8.1 | .0159 |
| Bradford | 705,294 | 22,938 | 24.2 | 30.8 | 15.8 | 10.2 | .0214 |
| Butler | 1,731,912 | 25,238 | 21.7 | 32.2 | 18.7 | 10.8 | .0534 |
| Cameron | 69,701 | 20,228 | 27.7 | 29.9 | 14.0 | 6.8 | .0022 |
| Clarion | 428,236 | 21,416 | 25.6 | 28.1 | 16.4 | 8.3 | .0140 |
| Clearfield | 829,695 | 20,738 | 27.1 | 29.9 | 14.9 | 6.9 | .0293 |
| Clinton | 344,884 | 18,802 | 29.8 | 31.9 | 10.2 | 4.4 | .0128 |
| Crawford | 968,165 | 22,650 | 25.6 | 29.7 | 16.3 | 10.0 | .0299 |
| Elk | 448,391 | 25,197 | 22.3 | 31.8 | 18.4 | 11.8 | .0129 |
| Forest | 48,994 | 19,788 | 29.3 | 30.5 | 11.9 | 7.0 | .0015 |
| Franklin | 1,489,589 | 26,121 | 22.4 | 31.2 | 19.4 | 13.2 | .0425 |
| Fulton | 146,338 | 21,243 | 25.0 | 31.9 | 14.5 | 6.9 | .0041 |
| Greene | 423,804 | 21,376 | 24.3 | 28.4 | 16.0 | 8.5 | .0132 |
| Huntingdon | 406,157 | 20,256 | 27.7 | 29.9 | 13.7 | 7.0 | .0131 |
| Indiana | 938,876 | 21,841 | 25.2 | 30.0 | 15.5 | 8.5 | .0306 |
| Jefferson | 601,063 | 23,897 | 23.4 | 29.6 | 16.6 | 12.2 | .0176 |
| Juniata | 208,513 | 20,995 | 28.2 | 30.5 | 14.8 | 7.5 | .0063 |
| Lawrence | 1,198,549 | 24,549 | 21.7 | 29.1 | 18.3 | 11.9 | .0358 |
| McKean | 536,508 | 22,602 | 24.8 | 30.0 | 15.5 | 10.5 | .0164 |
| Mifflin | 460,874 | 19,646 | 26.4 | 29.2 | 13.6 | 6.4 | .0146 |
| Montour | 217,553 | 26,295 | 21.9 | 30.9 | 17.9 | 16.3 | .0066 |
| Northumberland | 934,964 | 17,755 | 30.7 | 28.7 | 11.0 | 4.1 | .0314 |
| Pike | 288,926 | 22,690 | 26.3 | 29.2 | 14.8 | 12.4 | .0077 |
| Potter | 195,032 | 22,007 | 25.1 | 29.6 | 15.8 | 8.9 | .0056 |
| Schuylkill | 1,711,020 | 20,472 | 28.7 | 30.2 | 13.6 | 7.4 | .0555 |
| Snyder | 393,085 | 23,693 | 25.2 | 33.8 | 16.5 | 9.1 | .0156 |
| Sullivan | 61,534 | 19,806 | 30.3 | 30.1 | 11.9 | 7.5 | .0021 |
| Susquehanna | 440,810 | 22,584 | 25.7 | 30.0 | 16.2 | 9.9 | .0129 |
| Tioga | 406,035 | 20,644 | 26.5 | 30.0 | 14.2 | 7.4 | .0125 |
| Union | 373,249 | 24,526 | 24.7 | 31.5 | 17.3 | 11.8 | .0115 |
| Venango | 735,065 | 24,577 | 21.8 | 31.6 | 17.2 | 11.1 | .0220 |
| Warren | 479,310 | 21,273 | 27.5 | 32.5 | 13.9 | 6.6 | .0213 |
| Wayne | 392,360 | 18,902 | 31.3 | 28.1 | 12.4 | 6.3 | .0146 |
| **TOTAL METRO COUNTIES** | **134,958,975** | **26,725** | **20.6** | **27.4** | **18.3** | **17.2** | **4.1728** |
| **TOTAL STATE** | **154,931,090** | **25,913** | **21.4** | **27.7** | **17.9** | **16.0** | **4.8059** |

**Reach Pennsylvania's Capital Market**

**The Patriot-News and Sunday Patriot-News reach Pennsylvania's most important decision-makers because Harrisburg is the Keystone State's capital market. ■ The captains of government (four military bases as well as state government) call the Harrisburg Patriot-News their hometown paper. ■ 106,097 Daily ■ 168,709 Sunday***

**Harrisburg Patriot-News** A Newhouse Newspaper
phone (717) 255-8203 or (212) 697-8020 for details

*March 1988 ABC Publishers' Statement

**IN RHODE ISLAND YOU CAN TEST SOUP WITHOUT ANY SPILLAGE.**

Campbell's
CONDENSED
Tomato
SOUP

A company like Campbell's can't afford to be sloppy in test marketing. And they found a really neat test market in Rhode Island. There's almost no media spillage. It's an ideal demographic cross section of America. And as for cost efficiency, you can reach virtually the entire market through Rhode Island's only major newspaper. At an extremely low CPM.

So if you're looking for a market that's M, M! M, M! Good!, look no further. Call Bill Peckham at 401-277-7172 or write and ask for our free test market information kit.

The Providence Journal-Bulletin
Put America to the test.
75 Fountain St., Providence, RI 02902

# Rhode Island

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **903.7** | **.3680** | **34.3** | **11.7** | **16.4** | **18.3** | **30.6** | **332.5** | **6,053,472** | **1,263,963** | **604,645** | **725,204** | **264,884** | **1,137,339** | **269,983** |
| Bristol | 48.0 | .0195 | 35.3 | 11.5 | 14.8 | 19.9 | 30.5 | 16.2 | 207,014 | 50,414 | 25,556 | 6,810 | 3,995 | 52,351 | 8,857 |
| Kent | 163.9 | .0668 | 34.1 | 9.7 | 17.1 | 20.1 | 28.4 | 59.2 | 1,384,153 | 228,646 | 112,494 | 324,861 | 56,389 | 273,738 | 50,475 |
| Warwick | 88.8 | .0362 | 35.4 | 9.5 | 16.5 | 19.5 | 31.0 | 32.4 | 977,071 | 129,446 | 72,580 | 312,339 | 43,629 | 155,029 | 26,331 |
| Providence | 585.6 | .2384 | 35.0 | 11.8 | 15.9 | 17.7 | 32.4 | 220.0 | 3,645,406 | 810,294 | 381,918 | 347,983 | 171,575 | 661,090 | 187,757 |
| Cranston | 73.9 | .0301 | 38.6 | 9.9 | 15.6 | 18.2 | 36.4 | 27.5 | 475,778 | 100,845 | 51,503 | 22,916 | 25,396 | 82,786 | 37,777 |
| East Providence | 51.6 | .0210 | 36.7 | 10.3 | 15.5 | 17.9 | 34.2 | 19.3 | 395,760 | 82,100 | 33,572 | 24,010 | 22,029 | 112,805 | 21,044 |
| • Pawtucket | 73.3 | .0298 | 36.5 | 10.9 | 15.5 | 16.8 | 34.9 | 29.7 | 479,444 | 102,880 | 30,786 | 67,011 | 17,586 | 80,010 | 23,648 |
| • Providence | 158.0 | .0643 | 32.9 | 15.6 | 16.6 | 15.2 | 31.4 | 62.2 | 958,858 | 191,783 | 119,693 | 91,113 | 63,371 | 172,309 | 35,600 |
| • Woonsocket | 45.4 | .0185 | 34.3 | 10.2 | 15.8 | 16.3 | 32.6 | 17.5 | 333,092 | 72,315 | 24,914 | 42,615 | 15,805 | 68,594 | 16,006 |
| Washington | 106.2 | .0433 | 31.1 | 14.0 | 18.8 | 18.8 | 23.8 | 37.1 | 816,899 | 174,609 | 84,677 | 45,550 | 32,925 | 150,160 | 22,894 |
| SUBURBAN TOTAL | 627.0 | .2554 | 34.5 | 10.9 | 16.6 | 19.4 | 29.7 | 223.1 | 4,282,048 | 896,985 | 429,252 | 524,465 | 168,122 | 816,426 | 194,729 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Newport | 86.3 | .0351 | 32.2 | 12.1 | 19.0 | 19.4 | 25.3 | 30.8 | 697,270 | 104,543 | 115,823 | 44,195 | 21,972 | 199,813 | 24,492 |
| **TOTAL METRO COUNTIES** | **903.7** | **.3680** | **34.3** | **11.7** | **16.4** | **18.3** | **30.6** | **332.5** | **6,053,472** | **1,263,963** | **604,645** | **725,204** | **264,884** | **1,137,339** | **269,983** |
| **TOTAL STATE** | **990.0** | **.4031** | **34.1** | **11.7** | **16.6** | **18.4** | **30.1** | **363.3** | **6,750,742** | **1,368,506** | **720,468** | **769,399** | **286,856** | **1,337,152** | **294,475** |

**R.I.** EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **12,038,468** | **26,968** | **20.4** | **26.2** | **18.5** | **18.2** | **.3790** |
| Bristol | 640,800 | 28,766 | 20.2 | 27.9 | 17.4 | 21.1 | .0179 |
| Kent | 2,259,290 | 30,201 | 17.5 | 28.4 | 21.3 | 19.6 | .0755 |
| Warwick | 1,253,329 | 30,812 | 17.0 | 28.3 | 21.6 | 20.3 | .0458 |
| Providence | 7,680,503 | 25,336 | 21.4 | 25.2 | 17.6 | 17.1 | .2383 |
| Cranston | 1,086,525 | 29,760 | 19.0 | 25.9 | 19.8 | 21.5 | .0322 |
| East Providence | 706,419 | 28,836 | 19.9 | 26.2 | 21.6 | 18.4 | .0229 |
| • Pawtucket | 933,857 | 23,748 | 22.8 | 26.7 | 17.1 | 13.5 | .0299 |
| • Providence | 1,907,798 | 19,455 | 25.3 | 23.4 | 12.9 | 12.5 | .0613 |
| • Woonsocket | 527,975 | 22,287 | 23.2 | 25.1 | 16.2 | 12.8 | .0184 |
| Washington | 1,457,875 | 29,906 | 19.0 | 28.6 | 19.5 | 21.1 | .0473 |
| SUBURBAN TOTAL | 8,668,838 | 29,981 | 18.5 | 27.1 | 20.4 | 20.8 | .2694 |
| **OTHER COUNTIES** | | | | | | | |
| Newport | 1,316,525 | 31,261 | 17.9 | 25.0 | 19.8 | 24.6 | .0412 |
| **TOTAL METRO COUNTIES** | **12,038,468** | **26,968** | **20.4** | **26.2** | **18.5** | **18.2** | **.3790** |
| **TOTAL STATE** | **13,354,993** | **27,309** | **20.2** | **26.2** | **18.6** | **18.7** | **.4202** |

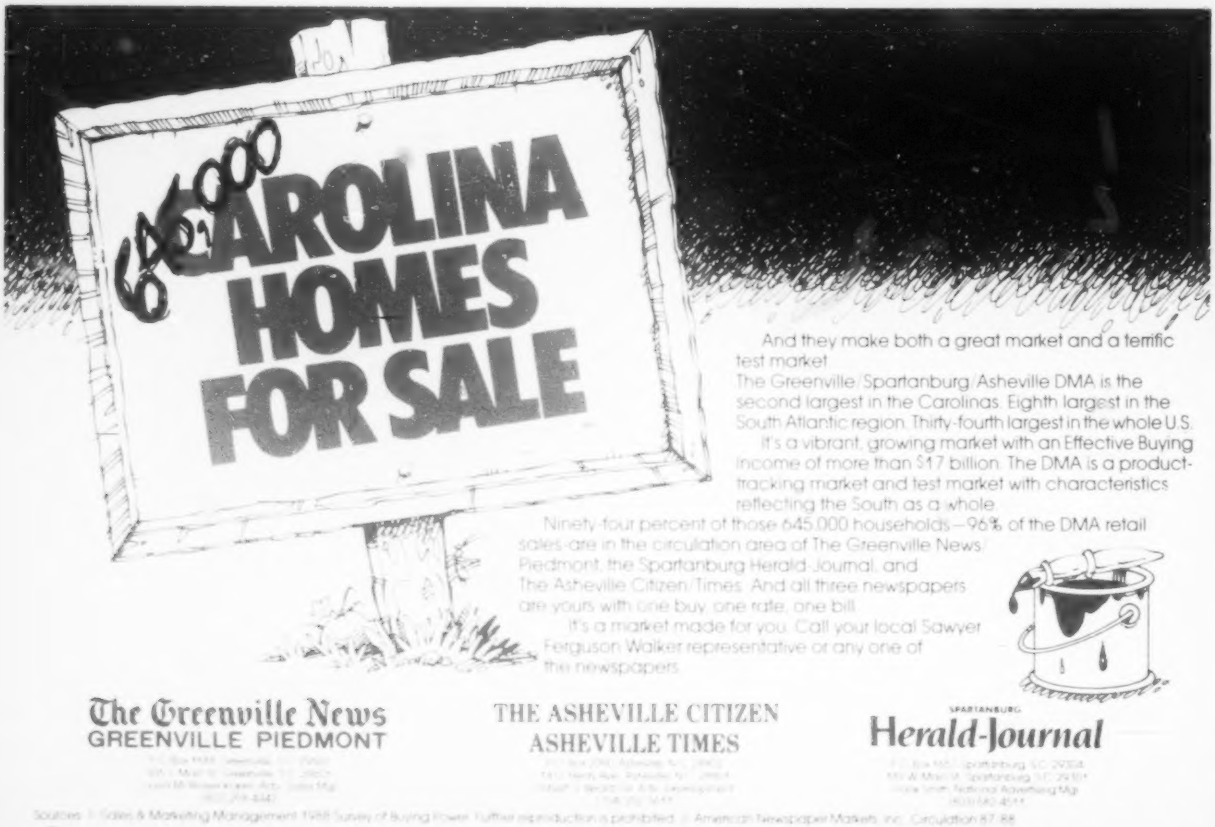
# South Carolina

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANDERSON** | **145.6** | **.0593** | **33.3** | **9.9** | **16.7** | **21.3** | **25.9** | **54.7** | **754,303** | **165,456** | **59,602** | **91,146** | **42,615** | **158,705** | **33,704** |
| Anderson | 145.6 | .0593 | 33.3 | 9.9 | 16.7 | 21.3 | 25.9 | 54.7 | 754,303 | 165,456 | 59,602 | 91,146 | 42,615 | 158,705 | 33,704 |
| • Anderson | 28.9 | .0118 | 35.1 | 11.8 | 14.8 | 17.0 | 33.1 | 11.7 | 479,288 | 86,138 | 42,033 | 64,318 | 22,736 | 99,128 | 21,590 |
| SUBURBAN TOTAL | 116.7 | .0475 | 32.9 | 9.5 | 17.2 | 22.3 | 24.0 | 43.0 | 275,015 | 79,318 | 17,569 | 26,828 | 19,879 | 59,577 | 12,114 |
| **CHARLESTON** | **498.9** | **.2032** | **28.5** | **15.1** | **19.6** | **19.2** | **18.1** | **170.0** | **2,883,843** | **666,476** | **311,542** | [illegible] | **166,343** | **696,219** | **79,549** |
| Berkeley | 130.3 | .0531 | 27.5 | 12.3 | 20.1 | 20.5 | 14.5 | 43.2 | 296,622 | 95,514 | 25,071 | 25,769 | 11,817 | 60,396 | 15,162 |
| Charleston | 289.0 | .1177 | 28.7 | 17.6 | 19.5 | 17.7 | 20.1 | 100.2 | 2,283,201 | 467,426 | 264,603 | 273,025 | 144,188 | 566,423 | 48,897 |
| • Charleston | 68.2 | .0278 | 31.2 | 17.1 | 17.8 | 15.9 | 27.4 | 26.4 | 1,077,732 | 196,467 | 138,980 | 114,420 | 63,415 | 316,031 | 18,988 |
| North Charleston | 64.7 | .0263 | 24.5 | 28.6 | 21.8 | 14.1 | 12.0 | 19.8 | 654,927 | 122,318 | 80,084 | 96,967 | 50,174 | 152,856 | 7,422 |
| Dorchester | 79.6 | .0324 | 29.4 | 10.3 | 19.5 | 22.2 | 17.0 | 26.6 | 304,020 | 103,536 | 21,868 | 22,129 | 10,338 | 69,400 | 15,490 |
| SUBURBAN TOTAL | 430.7 | .1754 | 28.1 | 14.7 | 20.0 | 19.7 | 16.7 | 143.6 | 1,806,111 | 470,009 | 172,562 | 206,503 | 102,928 | 380,188 | 60,561 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,088.1** | **.4432** | **32.3** | **10.8** | **18.3** | **21.2** | **23.9** | **407.5** | **7,354,092** | **1,644,269** | **621,562** | **830,810** | **419,288** | **1,812,274** | **250,832** |
| York | 123.9 | .0505 | 31.1 | 11.7 | 17.5 | 20.9 | 22.3 | 43.7 | 695,041 | 202,841 | 65,446 | 54,649 | 33,917 | 154,872 | 30,336 |
| • Rock Hill | 42.0 | .0171 | 29.9 | 15.8 | 17.1 | 16.8 | 24.5 | 14.9 | 432,560 | 110,576 | 44,143 | 49,008 | 24,888 | 66,663 | 19,794 |
| *Cabarrus, N. C.* | *94.6* | *.0386* | *34.5* | *9.5* | *16.4* | *21.3* | *27.9* | *34.9* | *587,329* | *131,742* | *39,178* | *68,154* | *33,144* | *154,096* | *21,143* |
| *• Kannapolis* | *33.1* | *.0135* | *35.9* | *9.9* | *14.9* | *18.8* | *32.4* | *12.9* | *228,277* | *49,639* | *14,522* | *57,259* | *16,326* | *26,558* | *8,067* |
| *Gaston, N. C.* | *172.9* | *.0704* | *32.7* | *9.9* | *17.3* | *20.9* | *25.2* | *62.9* | *1,042,784* | *260,987* | *83,524* | *181,058* | *37,819* | *239,453* | *46,398* |
| *• Gastonia* | *55.7* | *.0227* | *34.0* | *9.5* | *16.5* | *19.4* | *29.0* | *21.2* | *737,682* | *153,891* | *57,038* | *160,007* | *28,283* | *180,115* | *29,473* |
| *Lincoln, N. C.* | *48.0* | *.0195* | *32.9* | *9.4* | *17.5* | *22.2* | *24.2* | *17.6* | *178,711* | *52,199* | *14,608* | *16,089* | *6,752* | *34,600* | *10,753* |
| *Mecklenburg, N. C.* | *460.9* | *.1877* | *31.7* | *11.5* | *20.0* | *21.5* | *21.9* | *180.0* | *3,789,054* | *639,016* | *357,092* | *417,380* | *268,413* | *1,014,144* | *104,904* |
| *• Charlotte* | *375.0* | *.1527* | *31.5* | *11.4* | *20.6* | *20.6* | *22.3* | *150.0* | *3,517,110* | *517,697* | *331,582* | *397,705* | *257,291* | *1,010,331* | *97,125* |
| *Rowan, N. C.* | *105.8* | *.0431* | [illegible] | *10.2* | *16.0* | *19.8* | *30.5* | *40.5* | *677,782* | *255,177* | *39,858* | *43,117* | *26,882* | *126,086* | *25,285* |
| *Union, N. C.* | *82.0* | *.0334* | [illegible] | *10.7* | *17.3* | *21.7* | *21.7* | *27.9* | *383,391* | *102,307* | *21,856* | *50,363* | *12,361* | *89,023* | *12,013* |
| SUBURBAN TOTAL | 582.3 | .2372 | 32.8 | 10.3 | 17.3 | 22.2 | 23.9 | 208.5 | 2,438,463 | 812,466 | 174,277 | 166,831 | 92,500 | 528,607 | 96,373 |

## METRO & COUNTY TOTALS

| S.C. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **COLUMBIA** | **450.2** | **.1833** | **29.8** | **14.4** | **20.3** | **19.9** | **19.7** | **162.6** | **2,716,027** | **522,987** | **267,312** | **364,782** | **135,577** | **593,428** | **86,560** |
| Lexington | 172.7 | .0703 | 31.0 | 10.4 | 19.4 | 23.1 | 19.1 | 63.8 | 791,184 | 220,967 | 81,757 | 50,735 | 25,447 | 151,242 | 34,062 |
| Richland | 277.5 | .1130 | 29.2 | 17.0 | 20.8 | 17.9 | 19.9 | 98.8 | 1,924,843 | 302,020 | 185,555 | 314,047 | 110,130 | 442,186 | 52,498 |
| • Columbia | 95.3 | .0388 | 28.3 | 24.6 | 19.7 | 13.6 | 23.1 | 32.1 | 880,253 | 166,642 | 87,334 | 90,196 | 60,499 | 205,845 | 31,330 |
| SUBURBAN TOTAL | 354.9 | .1445 | 30.2 | 11.7 | 20.4 | 21.6 | 18.7 | 130.5 | 1,835,774 | 354,345 | 179,978 | 274,586 | 75,078 | 387,583 | 55,230 |
| **FLORENCE** | **121.1** | **.0493** | **30.4** | **10.9** | **18.1** | **20.0** | **21.7** | **42.3** | **747,197** | **150,825** | **52,239** | **101,572** | **34,853** | **169,715** | **27,232** |
| Florence | 121.1 | .0493 | 30.4 | 10.9 | 18.1 | 20.0 | 21.7 | 42.3 | 747,197 | 150,825 | 52,239 | 101,572 | 34,853 | 169,715 | 27,232 |
| • Florence | 33.1 | .0135 | 31.3 | 10.6 | 18.5 | 18.1 | 25.1 | 12.4 | 500,331 | 93,482 | 42,372 | 76,696 | 24,165 | 122,859 | 18,984 |
| SUBURBAN TOTAL | 88.0 | .0358 | 30.1 | 11.0 | 17.9 | 20.7 | 20.5 | 29.9 | 246,866 | 57,343 | 9,867 | 24,876 | 10,688 | 46,856 | 8,248 |
| **GREENVILLE - SPARTANBURG** | **619.1** | **.2519** | **32.2** | **12.0** | **17.5** | **21.0** | **24.0** | **232.4** | **3,881,381** | **895,560** | **343,404** | **459,049** | **235,638** | **764,369** | **141,552** |
| Greenville | 313.3 | .1275 | 32.2 | 11.5 | 18.0 | 21.1 | 23.8 | 119.7 | 2,269,061 | 467,620 | 191,994 | 309,763 | 158,880 | 463,880 | 67,131 |
| • Greenville | 59.2 | .0241 | 32.8 | 14.4 | 17.7 | 16.3 | 29.7 | 24.5 | 1,110,997 | 147,596 | 89,620 | 217,580 | 99,174 | 284,185 | 27,013 |
| Pickens | 89.6 | .0364 | 29.9 | 17.8 | 16.7 | 19.8 | 21.7 | 31.5 | 374,028 | 92,257 | 43,370 | 34,640 | 12,917 | 79,045 | 20,782 |
| Spartanburg | 216.2 | .0880 | 33.0 | 10.2 | 17.5 | 21.2 | 25.3 | 81.2 | 1,238,292 | 335,683 | 108,040 | 114,646 | 63,841 | 221,444 | 53,639 |
| • Spartanburg | 45.2 | .0184 | 33.0 | 12.3 | 17.2 | 17.3 | 29.3 | 17.9 | 636,878 | 119,554 | 58,691 | 66,794 | 35,762 | 141,846 | 32,371 |
| SUBURBAN TOTAL | 514.7 | .2094 | 32.0 | 11.6 | 17.7 | 21.8 | 22.9 | 190.0 | 2,133,506 | 628,410 | 195,093 | 174,675 | 100,702 | 338,338 | 82,168 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Abbeville | 23.4 | .0095 | 32.8 | 11.0 | 15.8 | 18.6 | 27.8 | 8.6 | 55,324 | 26,981 | 3,857 | 5,040 | 1,092 | 5,245 | 4,398 |
| ☐ Aiken | 120.2 | .0489 | 32.1 | 10.1 | 16.7 | 20.6 | 24.7 | 45.3 | 579,821 | 147,782 | 41,395 | 68,887 | 14,487 | 116,810 | 34,107 |
| Allendale | 11.2 | .0046 | 30.6 | 9.4 | 17.0 | 16.6 | 26.0 | 3.8 | 30,416 | 13,158 | 1,222 | 131 | 1,110 | 6,870 | 842 |
| Bamberg | 18.3 | .0074 | 29.7 | 13.4 | 15.3 | 16.8 | 25.2 | 6.1 | 52,465 | 18,486 | 4,306 | 3,339 | 3,682 | 6,890 | 3,730 |
| Barnwell | 21.8 | .0089 | 30.5 | 9.7 | 16.8 | 18.0 | 24.5 | 7.7 | 61,292 | 26,874 | 3,922 | 2,251 | 3,302 | 7,802 | 4,541 |
| Beaufort | 84.1 | .0342 | 27.5 | 18.7 | 18.7 | 14.9 | 21.1 | 30.1 | 644,887 | 155,287 | 78,238 | 32,666 | 55,444 | 127,814 | 13,404 |
| Calhoun | 13.1 | .0053 | 31.3 | 10.4 | 16.1 | 18.2 | 25.8 | 4.5 | 18,211 | 7,396 | 446 | 156 | 816 | 4,397 | 563 |
| Cherokee | 42.9 | .0174 | 32.3 | 9.5 | 16.8 | 20.5 | 25.0 | 15.2 | 194,889 | 62,433 | 16,942 | 22,663 | 7,908 | 25,091 | 10,081 |
| Chester | 31.5 | .0129 | 32.7 | 9.6 | 15.8 | 19.0 | 27.3 | 11.0 | 117,565 | 40,449 | 9,705 | 9,351 | 3,855 | 19,002 | 8,633 |
| Chesterfield | 39.8 | .0162 | 31.6 | 9.6 | 17.0 | 19.5 | 24.7 | 14.6 | 146,656 | 42,612 | 7,388 | 11,655 | 6,523 | 22,382 | 9,053 |
| Clarendon | 29.0 | .0118 | 30.3 | 10.8 | 16.3 | 17.1 | 25.2 | 9.8 | 96,245 | 19,217 | 6,480 | 5,733 | 4,591 | 21,282 | 5,039 |
| Colleton | 35.6 | .0145 | 31.6 | 9.6 | 16.4 | 18.9 | 25.6 | 12.5 | 160,956 | 42,515 | 13,258 | 9,614 | 13,871 | 16,715 | 8,738 |
| Darlington | 66.2 | .0269 | 30.5 | 10.0 | 17.5 | 19.3 | 22.8 | 23.1 | 256,406 | 58,012 | 16,869 | 20,422 | 9,691 | 67,000 | 16,568 |
| Dillon | 32.2 | .0131 | 28.9 | 10.5 | 16.0 | 17.2 | 23.0 | 10.5 | 165,978 | 37,249 | 17,271 | 10,979 | 8,917 | 23,117 | 8,321 |
| Edgefield | 18.2 | .0074 | 31.1 | 10.0 | 17.2 | 18.6 | 24.6 | 6.1 | 55,286 | 13,342 | 1,696 | 530 | 1,999 | 27,455 | 1,685 |



And they make both a great market and a terrific test market.
The Greenville/Spartanburg/Asheville DMA is the second largest in the Carolinas. Eighth largest in the South Atlantic region. Thirty-fourth largest in the whole U.S.

It's a vibrant, growing market with an Effective Buying Income of more than $17 billion. The DMA is a product-tracking market and test market with characteristics reflecting the South as a whole.

Ninety-four percent of those 645,000 households—96% of the DMA retail sales-are in the circulation area of The Greenville News/Piedmont, the Spartanburg Herald-Journal, and The Asheville Citizen/Times. And all three newspapers are yours with one buy, one rate, one bill.

It's a market made for you. Call your local Sawyer Ferguson Walker representative or any one of the newspapers.

The Greenville News
GREENVILLE PIEDMONT
[illegible]

THE ASHEVILLE CITIZEN
ASHEVILLE TIMES
[illegible]

SPARTANBURG
Herald-Journal
P.O. Box 1657, Spartanburg, S.C. 29304
[illegible]

Sources: ① Sales & Marketing Management 1988 Survey of Buying Power. Further reproduction is prohibited. ② American Newspaper Markets, Inc., Circulation 87-88.

## S.C. (cont.)

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | House-holds (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Fairfield | 21.1 | .0086 | 31.0 | 10.3 | 16.1 | 17.2 | 26.4 | 6.9 |
| Georgetown | 48.8 | .0199 | 29.8 | 10.2 | 17.1 | 18.0 | 23.0 | 16.9 |
| Greenwood | 61.7 | .0252 | 33.1 | 10.5 | 16.6 | 20.2 | 26.6 | 23.1 |
| Hampton | 19.3 | .0078 | 30.9 | 9.3 | 16.4 | 17.7 | 25.7 | 6.9 |
| Horry | 133.4 | .0543 | 31.2 | 11.3 | 18.0 | 19.9 | 23.2 | 50.9 |
| Jasper | 16.1 | .0066 | 29.7 | 10.0 | 15.6 | 18.3 | 23.5 | 5.6 |
| Kershaw | 43.3 | .0176 | 31.9 | 9.7 | 17.2 | 20.2 | 24.4 | 16.1 |
| Lancaster | 57.3 | .0233 | 31.9 | 9.9 | 17.3 | 20.8 | 23.8 | 20.3 |
| Laurens | 54.6 | .0223 | 33.2 | 10.5 | 16.5 | 20.2 | 26.8 | 19.0 |
| Lee | 19.0 | .0077 | 29.1 | 11.4 | 15.7 | 17.2 | 23.5 | 6.0 |
| McCormick | 7.8 | .0032 | 31.6 | 10.8 | 15.8 | 18.5 | 26.2 | 2.3 |
| Marion | 35.2 | .0143 | 30.1 | 9.9 | 17.1 | 17.5 | 24.2 | 12.0 |
| Marlboro | 32.2 | .0131 | 30.1 | 10.0 | 15.8 | 18.0 | 24.3 | 10.6 |
| Newberry | 32.3 | .0132 | 34.9 | 10.4 | 15.1 | 18.9 | 30.9 | 12.5 |
| Oconee | 54.7 | .0223 | 33.3 | 9.7 | 16.8 | 22.0 | 25.1 | 21.4 |
| Orangeburg | 90.4 | .0368 | 29.9 | 12.9 | 16.2 | 17.7 | 24.1 | 30.9 |
| Saluda | 17.3 | .0071 | 33.5 | 9.4 | 15.2 | 19.3 | 28.4 | 6.1 |
| Sumter | 96.8 | .0394 | 28.6 | 13.1 | 17.6 | 19.3 | 19.5 | 32.5 |
| Union | 31.0 | .0126 | 33.7 | 9.8 | 16.2 | 20.0 | 28.0 | 11.2 |
| Williamsburg | 39.8 | .0162 | 29.0 | 10.1 | 16.4 | 16.5 | 23.7 | 12.9 |
| **TOTAL METRO COUNTIES** | **2,079.0** | **.8464** | **30.6** | **12.9** | **18.7** | **20.2** | **21.5** | **751.0** |
| **TOTAL STATE** | **3,458.4** | **1.4080** | **30.7** | **12.2** | **17.8** | **19.7** | **22.7** | **1,238.7** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/Furnish/Appliance ($000) | Auto-motive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Fairfield | 53,406 | 16,525 | 3,175 | 5,037 | 1,270 | 8,825 | 4,030 |
| Georgetown | 300,819 | 87,065 | 36,897 | 19,262 | 19,098 | 66,940 | 9,585 |
| Greenwood | 391,887 | 82,283 | 28,938 | 49,073 | 18,326 | 63,945 | 16,132 |
| Hampton | 81,839 | 26,188 | 2,877 | 3,808 | 3,399 | 16,806 | 3,533 |
| Horry | 1,258,828 | 268,768 | 192,714 | 119,615 | 99,157 | 240,876 | 40,244 |
| Jasper | 79,585 | 15,836 | 6,621 | 1,249 | 6,377 | 8,198 | 1,815 |
| Kershaw | 233,190 | 57,622 | 16,270 | 24,438 | 9,447 | 61,846 | 10,293 |
| Lancaster | 242,835 | 69,062 | 16,109 | 24,670 | 21,989 | 31,103 | 9,726 |
| Laurens | 209,053 | 64,863 | 8,194 | 28,831 | 6,006 | 43,789 | 12,452 |
| Lee | 52,884 | 12,254 | 3,367 | 2,330 | 3,742 | 13,446 | 167 |
| McCormick | 12,000 | 4,825 | 618 | 653 | 701 | 1,140 | 1,060 |
| Marion | 130,455 | 39,412 | 7,241 | 7,978 | 5,683 | 24,609 | 10,716 |
| Marlboro | 92,739 | 32,658 | 6,908 | 5,168 | 3,384 | 20,637 | 4,293 |
| Newberry | 150,632 | 42,028 | 10,699 | 16,109 | 9,492 | 27,636 | 6,895 |
| Oconee | 210,488 | 55,710 | 13,080 | 14,692 | 10,832 | 49,616 | 12,108 |
| Orangeburg | 391,367 | 84,168 | 29,389 | 33,074 | 24,174 | 88,361 | 16,434 |
| Saluda | 54,831 | 19,829 | 1,798 | 1,723 | 2,492 | 10,591 | 2,645 |
| Sumter | 482,335 | 94,663 | 31,843 | 43,282 | 23,379 | 121,859 | 12,916 |
| Union | 136,942 | 42,700 | 7,152 | 10,384 | 5,787 | 17,572 | 10,962 |
| Williamsburg | 125,348 | 41,087 | 4,728 | 6,000 | 9,038 | 24,757 | 5,593 |
| **TOTAL METRO COUNTIES** | **12,257,613** | **2,751,927** | **1,140,940** | **1,461,008** | **663,430** | **2,654,118** | **433,040** |
| **TOTAL STATE** | **19,005,652** | **4,473,484** | **1,751,158** | **2,012,914** | **1,070,004** | **3,977,732** | **720,235** |

## S.C.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ANDERSON** | **1,476,633** | **21,809** | **24.7** | **31.3** | **15.0** | **7.9** | **.0496** |
| Anderson | 1,476,633 | 21,809 | 24.7 | 31.3 | 15.0 | 7.9 | .0496 |
| • Anderson | 291,283 | 17,599 | 27.8 | 25.5 | 10.6 | 8.0 | .0162 |
| SUBURBAN TOTAL | 1,185,350 | 22,865 | 23.8 | 33.1 | 16.2 | 7.8 | .0334 |
| **CHARLESTON** | **4,882,272** | **21,334** | **26.3** | **28.6** | **15.0** | **9.4** | **.1729** |
| Berkeley | 1,153,182 | 21,732 | 27.1 | 31.7 | 15.7 | 6.9 | .0344 |
| Charleston | 2,974,808 | 20,615 | 26.6 | 26.7 | 14.2 | 10.5 | .1143 |
| • Charleston | 746,856 | 18,494 | 25.6 | 23.5 | 11.4 | 11.8 | .0381 |
| North Charleston | 627,917 | 17,935 | 32.5 | 27.3 | 11.2 | 5.2 | .0278 |
| Dorchester | 754,282 | 23,333 | 23.8 | 31.4 | 16.7 | 9.3 | .0242 |
| SUBURBAN TOTAL | 4,135,416 | 21,790 | 26.4 | 29.6 | 15.7 | 8.9 | .1348 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **13,437,903** | **25,437** | **22.4** | **29.8** | **18.2** | **13.9** | **.4411** |
| York | 1,363,906 | 25,041 | 22.1 | 30.5 | 18.6 | 12.1 | .0449 |
| • Rock Hill | 413,684 | 21,382 | 25.6 | 28.6 | 15.6 | 8.9 | .0183 |
| *Cabarrus, N. C.* | *1,093,744* | *24,845* | *23.3* | *30.4* | *18.5* | *11.6* | *.0362* |
| • *Kannapolis* | *362,413* | *22,464* | *25.7* | *31.7* | *15.9* | *8.3* | *.0128* |
| *Gaston, N. C.* | *1,996,495* | *25,005* | *22.5* | *31.3* | *18.8* | *11.6* | *.0654* |
| • *Gastonia* | *663,878* | *22,960* | *24.3* | *27.7* | *15.9* | *12.7* | *.0292* |
| *Lincoln, N. C.* | *559,979* | *25,677* | *21.1* | *33.5* | *18.4* | *12.3* | *.0161* |
| *Mecklenburg, N. C.* | *6,374,847* | *26,746* | *21.7* | *27.7* | *18.5* | *17.4* | *.2106* |
| • *Charlotte* | *5,157,000* | *25,494* | *22.6* | *28.2* | *17.1* | *16.5* | *.1793* |
| *Rowan, N. C.* | *1,159,683* | *22,505* | *25.5* | *33.0* | *15.6* | *8.0* | *.0399* |
| *Union, N. C.* | *889,249* | *24,990* | *22.6* | *31.5* | *18.5* | *11.1* | *.0280* |
| SUBURBAN TOTAL | 6,840,928 | 26,150 | 21.7 | 31.1 | 19.7 | 12.8 | .2015 |
| **COLUMBIA** | **5,584,935** | **25,611** | **22.8** | **27.8** | **18.2** | **15.6** | **.1766** |
| Lexington | 2,106,279 | 27,073 | 21.7 | 29.1 | 20.3 | 15.0 | .0623 |
| Richland | 3,478,656 | 24,695 | 23.5 | 27.1 | 16.9 | 15.9 | .1143 |
| • Columbia | 1,095,798 | 19,625 | 27.4 | 23.3 | 12.7 | 13.2 | .0420 |
| SUBURBAN TOTAL | 4,489,137 | 27,194 | 21.7 | 28.9 | 19.6 | 16.2 | .1346 |
| **FLORENCE** | **1,067,905** | **18,928** | **26.9** | **27.7** | **12.3** | **7.4** | **.0411** |
| Florence | 1,067,905 | 18,928 | 26.9 | 27.7 | 12.3 | 7.4 | .0411 |
| • Florence | 332,246 | 19,454 | 26.6 | 27.4 | 12.0 | 9.4 | .0176 |
| SUBURBAN TOTAL | 735,659 | 18,735 | 27.0 | 27.8 | 12.4 | 6.6 | .0235 |
| **GREENVILLE - SPARTANBURG** | **6,508,004** | **21,505** | **25.3** | **29.6** | **14.9** | **9.0** | **.2273** |
| Greenville | 3,285,024 | 21,091 | 26.0 | 29.5 | 14.3 | 8.6 | .1209 |
| • Greenville | 627,764 | 16,607 | 28.9 | 23.3 | 9.5 | 8.4 | .0362 |
| Pickens | 937,872 | 22,956 | 24.6 | 31.1 | 16.1 | 9.9 | .0291 |
| Spartanburg | 2,285,108 | 21,509 | 24.8 | 29.1 | 15.2 | 9.2 | .0773 |
| • Spartanburg | 478,467 | 18,222 | 26.5 | 23.9 | 12.1 | 9.6 | .0235 |
| SUBURBAN TOTAL | 5,401,773 | 22,463 | 24.9 | 30.9 | 15.8 | 9.0 | .1676 |
| **OTHER COUNTIES** | | | | | | | |
| Abbeville | 209,592 | 19,529 | 25.7 | 30.3 | 12.8 | 5.6 | .0063 |
| ☐ Aiken | 1,358,327 | 23,612 | 22.4 | 28.5 | 17.5 | 12.1 | .0422 |
| Allendale | 74,936 | 13,296 | 28.4 | 19.2 | 9.2 | 4.4 | .0027 |
| Bamberg | 146,966 | 16,739 | 29.7 | 23.9 | 10.7 | 7.3 | .0047 |
| Barnwell | 175,746 | 16,671 | 28.6 | 23.9 | 12.3 | 5.2 | .0058 |
| Beaufort | 1,170,010 | 24,558 | 23.4 | 28.2 | 15.1 | 16.8 | .0376 |
| Calhoun | 95,502 | 16,204 | 27.8 | 26.5 | 9.2 | 4.9 | .0028 |
| Cherokee | 372,110 | 19,724 | 26.7 | 31.0 | 12.7 | 5.6 | .0132 |
| Chester | 265,306 | 18,928 | 27.5 | 27.7 | 14.5 | 5.3 | .0089 |
| Chesterfield | 334,880 | 17,287 | 29.2 | 26.0 | 10.7 | 5.6 | .0114 |
| Clarendon | 202,462 | 15,280 | 29.7 | 23.3 | 9.2 | 4.6 | .0073 |
| Colleton | 264,292 | 15,841 | 29.2 | 25.4 | 9.1 | 4.6 | .0102 |
| Darlington | 571,589 | 18,540 | 25.8 | 25.5 | 12.9 | 8.1 | .0192 |
| Dillon | 229,470 | 15,826 | 28.9 | 25.2 | 8.8 | 5.5 | .0095 |
| Edgefield | 129,669 | 15,589 | 27.1 | 24.7 | 10.3 | 4.3 | .0045 |
| Fairfield | 153,154 | 17,595 | 25.8 | 28.1 | 11.5 | 4.6 | .0052 |
| Georgetown | 363,123 | 16,404 | 26.4 | 27.1 | 9.0 | 5.0 | .0154 |
| Greenwood | 594,743 | 19,639 | 27.1 | 27.8 | 14.0 | 7.4 | .0219 |
| Hampton | 144,545 | 14,395 | 26.8 | 22.5 | 8.1 | 5.3 | .0055 |
| Horry | 1,471,837 | 21,214 | 27.6 | 28.6 | 13.6 | 10.7 | .0582 |
| Jasper | 119,621 | 15,600 | 26.7 | 23.1 | 10.5 | 5.3 | .0047 |
| Kershaw | 426,929 | 20,586 | 24.2 | 28.5 | 14.3 | 8.5 | .0148 |
| Lancaster | 577,928 | 23,405 | 23.5 | 31.4 | 17.4 | 9.2 | .0183 |
| Laurens | 524,335 | 22,211 | 24.5 | 31.1 | 16.1 | 7.9 | .0168 |
| Lee | 132,638 | 16,474 | 27.7 | 25.7 | 10.1 | 4.8 | .0046 |
| McCormick | 59,295 | 19,882 | 24.6 | 25.8 | 16.1 | 7.9 | .0018 |
| Marion | 256,311 | 15,720 | 30.5 | 24.4 | 9.5 | 4.7 | .0094 |
| Marlboro | 227,518 | 16,284 | 28.0 | 27.9 | 8.6 | 4.2 | .0079 |
| Newberry | 345,672 | 21,774 | 23.1 | 29.0 | 15.8 | 8.9 | .0110 |
| Oconee | 564,206 | 20,726 | 25.8 | 30.5 | 14.0 | 7.2 | .0173 |
| Orangeburg | 733,990 | 16,676 | 26.6 | 23.6 | 11.6 | 7.0 | .0265 |
| Saluda | 144,446 | 18,516 | 25.3 | 28.9 | 12.1 | 5.2 | .0049 |
| Sumter | 846,614 | 18,936 | 28.4 | 26.6 | 13.0 | 7.9 | .0304 |
| Union | 270,640 | 20,117 | 26.5 | 32.6 | 13.0 | 4.7 | .0094 |
| Williamsburg | 288,164 | 17,666 | 27.6 | 28.9 | 9.6 | 5.3 | .0102 |
| **TOTAL METRO COUNTIES** | **22,241,982** | **22,460** | **24.7** | **29.0** | **15.9** | **10.7** | **.7546** |
| **TOTAL STATE** | **34,730,221** | **21,087** | **25.4** | **28.4** | **14.6** | **9.5** | **1.1929** |

# South Dakota

| S&MM ESTIMATES | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
| **RAPID CITY** | **77.9** | **.0317** | **29.0** | **14.5** | **19.1** | **18.4** | **20.2** | **29.9** | **651,713** | **113,460** | **62,057** | **109,058** | **33,408** | **158,978** | **17,913** |
| Pennington | 77.9 | .0317 | 29.0 | 14.5 | 19.1 | 18.4 | 20.2 | 29.9 | 651,713 | 113,460 | 62,057 | 109,058 | 33,408 | 158,978 | 17,913 |
| • Rapid City | 54.9 | .0224 | 29.8 | 15.0 | 18.8 | 18.3 | 22.0 | 20.9 | 610,851 | 112,740 | 55,772 | 107,119 | 31,055 | 157,371 | 16,476 |
| SUBURBAN TOTAL | 23.0 | .0093 | 27.3 | 13.2 | 20.0 | 18.6 | 16.0 | 9.0 | 40,862 | 720 | 6,285 | 1,939 | 2,353 | 1,607 | 1,437 |
| **SIOUX FALLS** | **126.5** | **.0515** | **30.9** | **12.6** | **18.8** | **18.1** | **24.2** | **49.8** | **953,992** | **157,945** | **86,852** | **144,104** | **48,299** | **235,075** | **42,567** |
| Minnehaha | 126.5 | .0515 | 30.9 | 12.6 | 18.8 | 18.1 | 24.2 | 49.8 | 953,992 | 157,945 | 86,852 | 144,104 | 48,299 | 235,075 | 42,567 |
| • Sioux Falls | 100.1 | .0408 | 31.1 | 13.9 | 18.9 | 17.6 | 25.0 | 40.6 | 903,163 | 154,170 | 85,482 | 143,010 | 41,697 | 233,001 | 41,905 |
| SUBURBAN TOTAL | 26.4 | .0107 | 30.2 | 7.7 | 18.4 | 20.3 | 20.9 | 9.2 | 50,829 | 3,775 | 1,370 | 1,094 | 6,602 | 2,074 | 662 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Aurora | 3.2 | .0013 | 37.5 | 7.4 | 12.3 | 17.4 | 35.5 | 1.1 | 7,487 | 1,840 | 1,214 | 254 | 193 | 1,844 | |
| Beadle | 17.8 | .0072 | 34.8 | 10.0 | 15.5 | 17.6 | 32.0 | 7.3 | 119,101 | 21,461 | 12,025 | 12,438 | 7,151 | 27,809 | 2,779 |
| Bennett | 3.4 | .0014 | 29.7 | 8.9 | 15.1 | 17.1 | 24.9 | 1.0 | 22,406 | 5,666 | 839 | 227 | 183 | 8,901 | 137 |
| Bon Homme | 7.7 | .0031 | 35.6 | 14.2 | 11.9 | 14.7 | 35.8 | 2.6 | 33,760 | 9,553 | 2,717 | 289 | 411 | 6,592 | 1,035 |
| Brookings | 25.3 | .0103 | 26.7 | 25.8 | 15.7 | 14.1 | 22.9 | 8.8 | 137,166 | 38,923 | 13,361 | 9,766 | 3,864 | 24,951 | 4,455 |
| Brown | 36.9 | .0151 | 31.5 | 13.4 | 16.4 | 17.3 | 27.0 | 14.4 | 272,577 | 47,313 | 29,472 | 36,765 | 14,173 | 67,093 | 9,572 |
| Brule | 5.3 | .0021 | 34.4 | 7.7 | 14.5 | 17.5 | 31.5 | 2.0 | 42,633 | 3,361 | 2,912 | 174 | 284 | 17,996 | 2,023 |
| Buffalo | 1.7 | .0007 | 22.4 | 11.0 | 12.9 | 16.9 | 16.1 | .4 | 2,205 | 1,145 | | | | | |
| Butte | 8.4 | .0034 | 33.2 | 8.9 | 16.2 | 17.5 | 29.7 | 3.3 | 50,650 | 10,406 | 4,696 | 3,387 | 291 | 16,570 | 1,644 |
| Campbell | 2.0 | .0008 | 40.9 | 6.6 | 11.7 | 20.0 | 37.6 | .8 | 11,271 | 1,921 | 810 | | 133 | 5,758 | |
| Charles Mix | 9.7 | .0040 | 33.7 | 8.1 | 12.8 | 17.7 | 30.7 | 3.3 | 41,015 | 13,661 | 3,913 | 379 | 972 | 7,987 | 952 |
| Clark | 4.8 | .0019 | 39.6 | 6.9 | 12.9 | 17.0 | 38.1 | 1.9 | 13,794 | 1,382 | 1,245 | | 364 | 5,307 | 1,052 |
| Clay | 13.1 | .0054 | 25.0 | 29.6 | 16.2 | 13.5 | 20.4 | 4.8 | 49,556 | 11,798 | 8,634 | 2,058 | 1,682 | 10,464 | 1,939 |
| Codington | 22.7 | .0092 | 32.3 | 11.3 | 15.8 | 17.0 | 28.8 | 8.7 | 178,535 | 38,136 | 10,612 | 16,149 | 8,259 | 33,432 | 6,493 |
| Corson | 5.0 | .0021 | 26.6 | 11.3 | 13.4 | 17.8 | 21.1 | 1.5 | 6,160 | 2,115 | 753 | 722 | 107 | 108 | 149 |
| Custer | 7.1 | .0028 | 33.2 | 8.4 | 18.1 | 20.0 | 26.7 | 2.7 | 27,975 | 8,083 | 4,306 | 949 | 212 | 4,005 | 949 |
| Davison | 17.5 | .0072 | 32.9 | 12.5 | 15.2 | 16.0 | 30.8 | 6.6 | 149,960 | 24,021 | 19,749 | 14,405 | 7,035 | 29,144 | 1,820 |
| Day | 8.0 | .0032 | 38.6 | 7.2 | 12.8 | 15.7 | 38.2 | 3.0 | 27,549 | 5,548 | 2,237 | 1,695 | 477 | 7,502 | 807 |
| Deuel | 5.0 | .0021 | 37.4 | 7.8 | 12.5 | 17.7 | 35.3 | 1.9 | 14,581 | 2,630 | 1,905 | 913 | 456 | 4,897 | 231 |
| Dewey | 5.8 | .0023 | 26.3 | 10.6 | 14.0 | 16.8 | 21.0 | 1.5 | 21,212 | 7,651 | 2,734 | 2,085 | 478 | 1,605 | 1,261 |
| Douglas | 4.3 | .0018 | 36.4 | 8.7 | 11.6 | 17.1 | 34.6 | 1.4 | 10,223 | 2,666 | 1,402 | 204 | 294 | 2,357 | 138 |
| Edmunds | 5.2 | .0021 | 38.4 | 6.4 | 11.7 | 17.6 | 36.5 | 1.8 | 25,472 | 4,974 | 1,527 | | 1,128 | 9,663 | 532 |
| Fall River | 8.5 | .0035 | 36.9 | 7.5 | 15.1 | 16.7 | 35.6 | 3.3 | 36,932 | 9,416 | 3,468 | 1,372 | 898 | 1,686 | 1,270 |
| Faulk | 2.9 | .0011 | 38.8 | 6.4 | 12.4 | 18.1 | 36.3 | 1.2 | 7,892 | 1,248 | 620 | 1,652 | 123 | 519 | 211 |
| Grant | 8.8 | .0036 | 33.9 | 8.3 | 14.5 | 16.9 | 31.5 | 3.1 | 43,501 | 6,338 | 2,857 | 616 | 2,462 | 17,114 | 1,282 |
| Gregory | 5.6 | .0023 | 37.4 | 8.0 | 13.1 | 16.7 | 36.1 | 2.1 | 25,958 | 6,756 | 2,382 | 654 | 924 | 7,002 | 860 |
| Haakon | 2.9 | .0012 | 30.3 | 9.7 | 16.2 | 16.0 | 26.4 | 1.0 | 20,114 | 2,298 | 1,792 | 1,137 | 355 | 9,719 | 1,244 |
| Hamlin | 5.3 | .0021 | 39.8 | 6.6 | 11.7 | 15.4 | 39.7 | 1.9 | 18,278 | 2,909 | 1,945 | | 181 | 459 | 424 |
| Hand | 4.6 | .0019 | 37.7 | 7.2 | 13.1 | 18.3 | 35.1 | 1.8 | 20,843 | 7,182 | 1,721 | 1,702 | 392 | 2,825 | 2,130 |
| Hanson | 3.4 | .0014 | 34.8 | 7.7 | 12.2 | 18.2 | 31.5 | 1.1 | 4,322 | 811 | 671 | | 400 | 419 | |
| Harding | 1.9 | .0008 | 32.9 | 9.6 | 16.4 | 17.8 | 28.8 | .6 | 4,195 | 591 | 928 | | | 121 | 175 |
| Hughes | 15.4 | .0062 | 31.2 | 8.8 | 19.4 | 20.0 | 22.7 | 6.2 | 104,867 | 18,088 | 8,053 | 10,410 | 4,494 | 32,175 | 3,442 |
| Hutchinson | 8.7 | .0036 | 40.8 | 6.6 | 12.4 | 16.7 | 39.8 | 3.3 | 37,389 | 8,761 | 2,574 | 1,310 | 372 | 4,310 | 9,074 |
| Hyde | 2.0 | .0008 | 38.2 | 7.5 | 11.5 | 18.1 | 35.7 | .8 | 6,957 | 1,909 | 86 | | 175 | 1,821 | 152 |
| Jackson | 4.1 | .0017 | 28.6 | 8.4 | 14.5 | 17.7 | 23.1 | 1.2 | 16,425 | 2,486 | 1,018 | | 127 | 218 | |
| Jerauld | 3.0 | .0012 | 38.7 | 6.5 | 13.0 | 17.0 | 37.7 | 1.1 | 17,125 | 3,837 | 1,086 | 842 | | 6,687 | 656 |
| Jones | 1.5 | .0006 | 35.5 | 7.3 | 14.3 | 19.0 | 31.8 | .6 | 22,320 | 4,531 | 1,064 | | 716 | 8,488 | |
| Kingsbury | 6.3 | .0026 | 41.1 | 7.4 | 12.1 | 16.6 | 40.1 | 2.6 | 20,671 | 6,029 | 2,116 | 939 | 1,221 | 2,003 | 936 |
| Lake | 11.2 | .0045 | 34.0 | 12.9 | 14.3 | 15.0 | 33.6 | 4.3 | 53,247 | 6,945 | 5,451 | 2,252 | 2,073 | 23,694 | 1,701 |

TURN TO
LANDON
FOR RESULTS
(See page B-26)

When you ask Landon you get the largest newspaper sales and marketing organization working for you. That's why advertisers turn to Landon for results. It starts with a phone call.
212 867-1112 (NYC)
404 261-5875 (Atlanta)
312 644-8270 (Chicago)

## S.D. (cont.)

### POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| Lawrence | 19.7 | .0080 | 31.1 | 14.7 | 16.7 | 15.9 | 27.6 | 8.0 | 94,135 | 24,284 | 12,243 | 3,888 | 2,630 | 25,932 | 2,208 |
| Lincoln | 15.1 | .0062 | 33.1 | 8.3 | 16.1 | 17.9 | 29.1 | 5.2 | 34,338 | 10,990 | 2,928 | 688 | 2,481 | 2,967 | 1,513 |
| Lyman | 3.8 | .0015 | 30.8 | 9.1 | 14.2 | 17.6 | 26.4 | 1.3 | 16,528 | 9,842 | 1,482 | | | 93 | 708 |
| McCook | 6.1 | .0025 | 37.2 | 7.3 | 12.4 | 16.6 | 35.9 | 2.3 | 24,783 | 3,144 | 1,939 | 543 | 172 | 9,144 | 234 |
| McPherson | 3.5 | .0014 | 43.0 | 6.6 | 11.1 | 17.5 | 41.8 | 1.5 | 9,097 | 2,234 | 1,271 | 161 | 229 | 561 | 567 |
| Marshall | 4.9 | .0020 | 38.6 | 6.7 | 12.3 | 19.0 | 35.9 | 2.0 | 17,058 | 3,866 | 1,950 | 619 | 409 | 3,544 | 545 |
| Meade | 23.8 | .0097 | 28.2 | 12.9 | 20.2 | 17.9 | 18.5 | 8.0 | 58,919 | 11,998 | 6,714 | 1,926 | 280 | 18,741 | 2,490 |
| Mellette | 2.4 | .0010 | 28.2 | 10.3 | 14.2 | 17.5 | 22.8 | .7 | 770 | 141 | 37 | 375 | | | 52 |
| Miner | 3.4 | .0014 | 42.7 | 6.9 | 11.5 | 13.9 | 43.1 | 1.4 | 12,179 | 1,773 | 1,874 | 306 | 68 | 1,255 | 287 |
| Moody | 6.7 | .0027 | 35.3 | 7.4 | 14.2 | 17.5 | 32.9 | 2.4 | 10,487 | 2,547 | 1,210 | 454 | 94 | 2,280 | 155 |
| Perkins | 4.8 | .0020 | 36.3 | 8.6 | 14.2 | 18.2 | 33.4 | 1.8 | 20,442 | 6,031 | 1,009 | 972 | 115 | 2,447 | 775 |
| Potter | 3.6 | .0015 | 37.1 | 6.7 | 13.1 | 18.0 | 34.6 | 1.3 | 15,034 | 4,189 | 895 | 137 | 123 | 3,082 | 546 |
| Roberts | 11.0 | .0044 | 35.1 | 7.5 | 12.7 | 16.6 | 33.5 | 3.8 | 34,768 | 5,161 | 4,321 | 6,124 | 676 | 6,631 | 837 |
| Sanborn | 3.1 | .0013 | 39.7 | 8.3 | 12.8 | 16.7 | 38.1 | 1.2 | 7,564 | 784 | 1,063 | | 104 | 2,790 | |
| Shannon | 13.1 | .0053 | 21.1 | 11.9 | 15.3 | 14.6 | 13.4 | 2.6 | 7,575 | 3,361 | 647 | | 69 | 123 | |
| Spink | 8.8 | .0036 | 36.6 | 8.9 | 14.4 | 18.5 | 33.9 | 3.3 | 37,283 | 9,092 | 4,396 | 665 | 324 | 10,735 | 856 |
| Stanley | 2.7 | .0011 | 30.1 | 9.9 | 17.9 | 19.5 | 21.7 | .9 | 12,670 | 6,812 | 2,056 | | | | |
| Sully | 2.0 | .0008 | 33.9 | 8.6 | 13.8 | 21.6 | 26.9 | .7 | 17,540 | 894 | 1,050 | | | 12,741 | 200 |
| Todd | 7.6 | .0031 | 23.6 | 10.2 | 17.2 | 15.6 | 15.2 | 1.9 | 14,816 | 7,196 | 531 | 1,279 | | 924 | |
| Tripp | 7.1 | .0029 | 34.4 | 8.7 | 13.6 | 17.7 | 31.5 | 2.7 | 46,068 | 8,376 | 2,269 | 6,318 | 1,853 | 13,912 | 768 |
| Turner | 9.0 | .0037 | 40.3 | 6.8 | 13.4 | 16.9 | 39.2 | 3.4 | 20,887 | 4,503 | 2,023 | 467 | 200 | 5,587 | 1,091 |
| Union | 11.3 | .0046 | 32.8 | 8.7 | 16.4 | 16.5 | 29.9 | 4.2 | 24,052 | 6,644 | 3,087 | 138 | 585 | 2,386 | 378 |
| Walworth | 6.5 | .0026 | 36.7 | 7.7 | 13.8 | 16.3 | 33.9 | 2.7 | 49,890 | 8,969 | 4,384 | 4,103 | 1,200 | 12,129 | 1,671 |
| Yankton | 19.0 | .0078 | 32.6 | 12.3 | 16.4 | 17.7 | 28.3 | 7.1 | 185,127 | 35,142 | 12,018 | 22,749 | 5,849 | 27,587 | 5,269 |
| Ziebach | 2.5 | .0010 | 24.2 | 10.2 | 13.1 | 17.4 | 18.4 | .6 | 2,374 | 886 | 224 | | | 102 | 194 |
| **TOTAL METRO COUNTIES** | **204.4** | **.0832** | **30.2** | **13.3** | **18.9** | **18.2** | **22.7** | **79.7** | **1,605,705** | **271,405** | **148,909** | **253,162** | **81,707** | **394,053** | **60,480** |
| **TOTAL STATE** | **721.9** | **.2939** | **31.7** | **11.8** | **16.1** | **17.3** | **27.4** | **267.9** | **4,106,415** | **805,453** | **385,425** | **430,819** | **162,228** | **972,991** | **143,349** |

## S.D.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **RAPID CITY** | **1,039,639** | **23,668** | **25.9** | **27.0** | **15.8** | **15.0** | **.0352** |
| Pennington | 1,039,639 | 23,668 | 25.9 | 27.0 | 15.8 | 15.0 | .0352 |
| • Rapid City | 742,117 | 24,805 | 23.7 | 27.2 | 16.0 | 16.3 | .0279 |
| SUBURBAN TOTAL | 297,522 | 21,544 | 31.1 | 26.8 | 15.1 | 11.9 | .0073 |
| **SIOUX FALLS** | **1,868,360** | **27,502** | **21.5** | **27.1** | **20.4** | **16.3** | **.0579** |
| Minnehaha | 1,868,360 | 27,502 | 21.5 | 27.1 | 20.4 | 16.3 | .0579 |
| • Sioux Falls | 1,530,945 | 26,997 | 22.0 | 26.5 | 19.8 | 16.6 | .0496 |
| SUBURBAN TOTAL | 337,415 | 29,349 | 19.0 | 29.9 | 23.4 | 15.0 | .0083 |
| **OTHER COUNTIES** | | | | | | | |
| Aurora | 18,773 | 11,686 | 34.0 | 17.3 | 4.3 | 2.2 | .0007 |
| Beadle | 204,332 | 19,591 | 24.7 | 26.1 | 14.5 | 8.6 | .0069 |
| Bennett | 16,707 | 11,026 | 30.6 | 15.2 | 5.6 | 3.0 | .0009 |
| Bon Homme | 65,259 | 16,000 | 26.2 | 27.4 | 8.0 | 5.0 | .0024 |
| Brookings | 284,109 | 21,927 | 24.6 | 27.4 | 14.4 | 12.3 | .0092 |
| Brown | 457,277 | 22,208 | 25.8 | 27.8 | 16.3 | 10.5 | .0154 |
| Brule | 43,937 | 16,083 | 31.5 | 23.2 | 10.3 | 3.8 | .0019 |
| Buffalo | 6,449 | 11,667 | 34.7 | 17.8 | 5.0 | .5 | .0002 |
| Butte | 87,652 | 18,465 | 27.8 | 29.6 | 9.6 | 7.2 | .0031 |
| Campbell | 12,670 | 10,909 | 31.3 | 17.9 | 2.4 | 2.1 | .0006 |
| Charles Mix | 60,823 | 12,682 | 31.4 | 19.7 | 5.9 | 2.5 | .0025 |
| Clark | 39,761 | 14,475 | 29.0 | 24.0 | 7.2 | 4.1 | .0014 |
| Clay | 158,243 | 19,533 | 28.0 | 20.9 | 14.6 | 13.4 | .0044 |
| Codington | 268,528 | 21,619 | 26.2 | 27.9 | 14.1 | 11.4 | .0095 |
| Corson | 30,065 | 12,452 | 24.8 | 19.0 | 8.8 | 4.8 | .0010 |
| Custer | 89,185 | 24,885 | 23.3 | 30.1 | 18.3 | 11.8 | .0026 |
| Davison | 182,165 | 19,133 | 27.1 | 26.8 | 14.7 | 6.5 | .0071 |
| Day | 69,909 | 15,828 | 31.0 | 24.5 | 8.6 | 5.7 | .0022 |
| Deuel | 42,853 | 15,235 | 28.7 | 23.1 | 9.3 | 5.5 | .0015 |
| Dewey | 37,565 | 16,447 | 27.5 | 23.0 | 10.7 | 7.3 | .0014 |
| Douglas | 25,177 | 12,812 | 33.2 | 18.2 | 5.9 | 2.0 | .0010 |
| Edmunds | 33,307 | 12,403 | 31.3 | 20.6 | 4.9 | 2.9 | .0014 |
| Fall River | 115,853 | 23,971 | 20.1 | 26.9 | 16.8 | 13.8 | .0032 |
| Faulk | 24,817 | 14,000 | 30.1 | 21.0 | 7.6 | 4.3 | .0008 |
| Grant | 94,007 | 22,078 | 25.8 | 29.4 | 14.6 | 10.6 | .0029 |
| Gregory | 35,143 | 10,759 | 30.2 | 15.3 | 4.2 | 3.3 | .0016 |
| Haakon | 22,600 | 16,091 | 34.0 | 26.7 | 7.2 | 4.2 | .0009 |
| Hamlin | 52,279 | 18,327 | 30.2 | 24.1 | 12.5 | 8.8 | .0018 |
| Hand | 37,295 | 13,170 | 26.9 | 21.7 | 6.7 | 5.2 | .0012 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over

| METRO AREA County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Hanson | 23,254 | 14,780 | 31.3 | 25.0 | 6.8 | 4.1 | .0008 |
| Harding | 11,670 | 13,880 | 33.8 | 21.5 | 7.0 | 2.2 | .0005 |
| Hughes | 226,501 | 27,135 | 21.2 | 29.5 | 19.5 | 16.5 | .0067 |
| Hutchinson | 67,995 | 13,588 | 30.2 | 21.4 | 6.9 | 4.4 | .0025 |
| Hyde | 20,170 | 18,231 | 25.4 | 27.0 | 10.1 | 7.9 | .0007 |
| Jackson | 32,554 | 17,667 | 27.9 | 26.9 | 11.3 | 6.3 | .0011 |
| Jerauld | 21,838 | 13,639 | 33.1 | 21.4 | 5.5 | 3.5 | .0009 |
| Jones | 14,996 | 18,286 | 28.4 | 29.0 | 10.2 | 6.7 | .0008 |
| Kingsbury | 64,112 | 17,081 | 30.6 | 24.9 | 12.0 | 5.2 | .0019 |
| Lake | 128,914 | 20,776 | 25.4 | 26.7 | 14.0 | 11.0 | .0040 |
| Lawrence | 253,545 | 22,717 | 23.9 | 27.9 | 15.4 | 12.2 | .0074 |
| Lincoln | 178,045 | 24,969 | 20.7 | 28.2 | 17.9 | 13.9 | .0047 |
| Lyman | 35,264 | 17,937 | 26.8 | 24.7 | 11.1 | 8.2 | .0012 |
| McCook | 55,728 | 16,596 | 29.1 | 25.9 | 10.6 | 5.5 | .0019 |
| McPherson | 24,387 | 10,969 | 30.4 | 17.8 | 4.3 | 1.7 | .0007 |
| Marshall | 47,411 | 15,018 | 30.8 | 22.7 | 8.7 | 5.8 | .0015 |
| Meade | 244,334 | 21,013 | 28.3 | 31.6 | 13.1 | 8.1 | .0069 |
| Mellette | 10,798 | 10,621 | 30.4 | 15.9 | 5.4 | .9 | .0004 |
| Miner | 26,204 | 11,804 | 28.3 | 17.5 | 6.6 | 3.6 | .0010 |
| Moody | 67,405 | 19,087 | 29.1 | 24.6 | 13.4 | 9.4 | .0018 |
| Perkins | 41,635 | 15,220 | 29.0 | 22.8 | 9.7 | 6.0 | .0015 |
| Potter | 27,724 | 15,351 | 29.8 | 24.8 | 8.8 | 3.2 | .0010 |
| Roberts | 92,571 | 15,926 | 29.9 | 22.2 | 9.7 | 7.3 | .0029 |
| Sanborn | 21,820 | 11,805 | 26.7 | 18.9 | 7.2 | 2.9 | .0009 |
| Shannon | 54,187 | 13,477 | 26.5 | 24.4 | 6.2 | 3.8 | .0019 |
| Spink | 82,169 | 17,305 | 27.2 | 25.8 | 10.3 | 6.7 | .0028 |
| Stanley | 29,182 | 22,944 | 25.4 | 31.6 | 14.3 | 11.0 | .0010 |
| Sully | 16,962 | 16,684 | 29.8 | 24.0 | 11.4 | 6.0 | .0006 |
| Todd | 41,622 | 14,768 | 26.6 | 23.3 | 9.8 | 4.1 | .0017 |
| Tripp | 64,820 | 15,282 | 30.7 | 21.0 | 10.0 | 7.2 | .0024 |
| Turner | 74,144 | 14,833 | 28.8 | 24.8 | 7.8 | 4.4 | .0024 |
| Union | 128,821 | 22,598 | 25.1 | 30.1 | 15.6 | 10.2 | .0034 |
| Walworth | 63,978 | 16,692 | 29.2 | 26.2 | 10.3 | 5.0 | .0025 |
| Yankton | 242,696 | 23,466 | 25.0 | 29.4 | 16.2 | 12.8 | .0089 |
| Ziebach | 11,099 | 12,538 | 35.7 | 14.5 | 5.0 | 5.2 | .0004 |
| **TOTAL METRO COUNTIES** | **2,907,999** | **25,959** | **23.1** | **27.1** | **18.7** | **15.8** | **.0931** |
| **TOTAL STATE** | **8,073,294** | **20,458** | **25.8** | **26.1** | **14.2** | **10.7** | **.2645** |

# Tennessee

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group |  |  |  | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over |  |  |  |  |  |  |  |  |
| **CHATTANOOGA** | **434.3** | **.1768** | **32.8** | **10.5** | **17.6** | **20.8** | **25.3** | **163.7** | **2,793,955** | **591,879** | **223,645** | **378,350** | **169,496** | **679,342** | **79,148** |
| Hamilton | 288.9 | .1176 | 32.9 | 10.9 | 17.9 | 20.2 | 26.0 | 111.7 | 2,115,292 | 335,110 | 186,829 | 317,722 | 138,505 | 580,477 | 58,126 |
| • Chattanooga | 165.7 | .0675 | 33.2 | 11.6 | 17.2 | 18.5 | 25.4 | 65.4 | 1,704,154 | 238,516 | 131,832 | 274,399 | 97,188 | 536,583 | 42,372 |
| Marion | 25.6 | .0104 | 32.9 | 9.5 | 16.2 | 21.4 | 25.1 | 9.4 | 94,230 | 23,673 | 4,750 | 10,591 | 4,311 | 19,623 | 5,304 |
| Sequatchie | 9.1 | .0037 | 31.9 | 9.5 | 17.0 | 21.4 | 23.4 | 3.3 | 31,577 | 14,495 | 1,431 | 1,265 | 508 | 6,181 | 1,182 |
| *Catoosa, Ga.* | *40.9* | *.0167* | *32.0* | *9.4* | *18.1* | *23.2* | *21.4* | *14.5* | *263,783* | *99,169* | *21,575* | *36,089* | *16,174* | *40,028* | *7,149* |
| *Dade, Ga.* | *13.0* | *.0053* | *30.8* | *11.8* | *17.3* | *21.2* | *21.5* | *4.3* | *41,583* | *18,402* | *2,370* | *904* | *1,208* | *3,298* | *393* |
| *Walker, Ga.* | *56.8* | *.0231* | *33.4* | *9.3* | *16.2* | *21.3* | *26.2* | *20.5* | *247,490* | *101,030* | *6,690* | *11,779* | *8,790* | *29,735* | *6,994* |
| SUBURBAN TOTAL | 268.6 | .1093 | 32.6 | 9.8 | 17.8 | 22.1 | 23.5 | 98.3 | 1,089,801 | 353,363 | 91,813 | 103,951 | 72,308 | 142,759 | 36,776 |
| **CLARKSVILLE - HOPKINSVILLE** | **158.6** | **.0646** | **28.1** | **17.2** | **18.8** | **18.1** | **18.8** | **53.1** | **811,128** | **141,553** | **69,538** | **121,359** | **34,840** | **240,363** | **30,229** |
| Montgomery | 92.7 | .0377 | 28.5 | 16.6 | 19.3 | 19.2 | 18.3 | 32.6 | 477,154 | 81,463 | 42,682 | 85,365 | 20,009 | 150,415 | 13,903 |
| • Clarksville | 78.3 | .0319 | 27.3 | 19.2 | 19.8 | 18.4 | 16.4 | 27.6 | 474,595 | 81,165 | 41,817 | 85,224 | 19,977 | 150,336 | 13,673 |
| *Christian, Ky.* | *65.9* | *.0269* | *27.4* | *17.9* | *18.0* | *16.7* | *19.7* | *20.5* | *333,974* | *60,090* | *26,856* | *35,994* | *14,831* | *89,948* | *16,326* |
| *• Hopkinsville* | *28.5* | *.0116* | *33.6* | *9.4* | *16.1* | *19.8* | *27.9* | *10.8* | *269,931* | *52,185* | *20,785* | *25,204* | *12,235* | *74,057* | *14,821* |
| SUBURBAN TOTAL | 51.8 | .0211 | 26.6 | 18.3 | 18.9 | 16.8 | 17.5 | 14.7 | 66,602 | 8,203 | 6,936 | 10,931 | 2,628 | 15,970 | 1,735 |
| **JACKSON** | **78.6** | **.0320** | **32.4** | **11.6** | **16.9** | **18.0** | **27.6** | **29.7** | **651,728** | **97,771** | **44,596** | **141,925** | **28,329** | **140,367** | **22,188** |
| Madison | 78.6 | .0320 | 32.4 | 11.6 | 16.9 | 18.0 | 27.6 | 29.7 | 651,728 | 97,771 | 44,596 | 141,925 | 28,329 | 140,367 | 22,188 |
| • Jackson | 52.9 | .0215 | 32.2 | 13.2 | 16.8 | 16.6 | 28.7 | 20.6 | 619,310 | 93,980 | 42,238 | 140,058 | 23,476 | 138,348 | 22,010 |
| SUBURBAN TOTAL | 25.7 | .0105 | 32.8 | 8.3 | 17.3 | 20.9 | 25.2 | 9.1 | 32,418 | 3,791 | 2,358 | 1,867 | 4,853 | 2,019 | 178 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **451.6** | **.1839** | **34.2** | **10.1** | **16.7** | **21.8** | **26.8** | **169.3** | **2,513,090** | **517,793** | **183,427** | **355,120** | **116,861** | **705,501** | **98,589** |
| Carter | 51.3 | .0209 | 34.4 | 10.3 | 16.2 | 21.2 | 27.9 | 19.8 | 142,167 | 38,653 | 12,533 | 20,204 | 7,485 | 26,139 | 8,144 |
| Hawkins | 47.0 | .0191 | 33.4 | 8.7 | 17.7 | 22.4 | 24.7 | 17.3 | 132,927 | 41,168 | 7,441 | 12,045 | 2,256 | 29,682 | 3,865 |
| Sullivan | 148.3 | .0604 | 34.7 | 9.0 | 17.0 | 23.1 | 26.3 | 57.9 | 1,073,359 | 164,938 | 71,728 | 155,142 | 49,069 | 373,744 | 42,222 |
| • Bristol | 24.0 | .0098 | 37.0 | 9.8 | 15.8 | 20.8 | 32.1 | 10.1 | 307,915 | 34,201 | 20,988 | 21,147 | 17,035 | 135,985 | 13,200 |
| • Kingsport | 32.1 | .0131 | 38.2 | 8.4 | 14.6 | 21.1 | 33.8 | 13.6 | 680,103 | 96,427 | 46,395 | 124,863 | 25,606 | 211,831 | 28,029 |
| Unicoi | 16.8 | .0069 | 36.1 | 8.9 | 15.5 | 21.2 | 30.5 | 6.4 | 36,437 | 8,156 | 5,150 | 4,783 | 1,688 | 8,497 | 1,853 |
| Washington | 94.0 | .0383 | 32.8 | 12.6 | 17.4 | 20.4 | 25.8 | 34.9 | 623,753 | 147,321 | 50,357 | 98,560 | 27,955 | 149,078 | 25,047 |
| • Johnson City | 45.6 | .0186 | 34.4 | 15.7 | 14.4 | 15.5 | 30.6 | 17.0 | 559,371 | 133,012 | 45,917 | 97,774 | 25,555 | 134,291 | 21,876 |
| *Bristol city, Va.* | *18.4* | *.0075* | *36.6* | *10.6* | *14.9* | *19.4* | *32.8* | *7.3* | *231,679* | *32,688* | *18,112* | *51,536* | *11,698* | *56,416* | *4,123* |
| *• Bristol* | *18.4* | *.0075* | *36.6* | *10.6* | *14.9* | *19.4* | *32.8* | *7.3* | *231,679* | *32,688* | *18,112* | *51,536* | *11,698* | *56,416* | *4,123* |
| *Scott, Va.* | *25.6* | *.0104* | *35.7* | *9.1* | *15.2* | *21.7* | *29.5* | *8.8* | *118,046* | *35,968* | *3,834* | *1,472* | *4,027* | *38,806* | *3,600* |
| *Washington, Va.* | *50.2* | *.0204* | *33.9* | *10.1* | *16.5* | *21.8* | *26.3* | *16.9* | *154,722* | *48,901* | *14,272* | *11,378* | *12,683* | *23,139* | *4,735* |
| SUBURBAN TOTAL | 331.5 | .1349 | 33.5 | 9.4 | 17.4 | 22.5 | 25.0 | 121.3 | 734,022 | 201,465 | 52,018 | 59,800 | 36,967 | 166,978 | 31,361 |
| **KNOXVILLE** | **601.8** | **.2449** | **33.2** | **11.6** | **17.8** | **20.7** | **26.0** | **233.8** | **4,555,236** | **900,870** | **472,545** | **583,296** | **246,031** | **1,062,610** | **149,131** |
| Anderson | 70.0 | .0285 | 34.6 | 8.9 | 16.8 | 21.5 | 27.9 | 27.3 | 427,897 | 94,626 | 23,713 | 59,285 | 16,912 | 140,211 | 14,058 |
| • Oak Ridge | 27.7 | .0113 | 37.0 | 8.2 | 15.8 | 22.7 | 30.7 | 11.8 | 263,285 | 56,189 | 16,965 | 49,250 | 13,652 | 73,602 | 7,973 |
| Blount | 85.7 | .0349 | 34.1 | 9.6 | 17.9 | 21.2 | 27.1 | 32.5 | 572,651 | 109,727 | 31,277 | 68,616 | 23,086 | 252,998 | 15,454 |
| Grainger | 17.5 | .0071 | 33.4 | 9.4 | 16.2 | 21.5 | 25.9 | 6.4 | 21,993 | 4,541 | 2,015 | 683 | 938 | 6,612 | 1,006 |
| Jefferson | 34.5 | .0140 | 33.8 | 12.0 | 15.3 | 22.4 | 25.8 | 12.5 | 92,910 | 30,339 | 7,635 | 8,719 | 4,143 | 8,763 | 6,807 |
| Knox | 331.8 | .1351 | 32.5 | 13.2 | 18.4 | 19.8 | 25.7 | 131.8 | 3,015,367 | 559,144 | 337,006 | 425,291 | 184,637 | 609,155 | 100,469 |
| • Knoxville | 175.2 | .0713 | 32.4 | 16.6 | 18.0 | 15.7 | 29.6 | 74.2 | 2,359,812 | 362,611 | 285,945 | 381,705 | 156,373 | 498,918 | 79,455 |
| Sevier | 49.6 | .0202 | 33.8 | 9.2 | 17.5 | 22.6 | 25.3 | 18.6 | 404,375 | 96,712 | 70,421 | 19,300 | 16,044 | 39,064 | 11,132 |
| Union | 12.7 | .0051 | 32.1 | 10.4 | 16.7 | 21.9 | 23.3 | 4.7 | 20,043 | 5,781 | 478 | 1,402 | 271 | 5,807 | 205 |
| SUBURBAN TOTAL | 398.9 | .1623 | 33.3 | 9.7 | 17.9 | 22.7 | 24.2 | 147.8 | 1,932,139 | 482,070 | 169,635 | 152,341 | 76,006 | 490,090 | 61,703 |
| **MEMPHIS** | **968.5** | **.3943** | **30.4** | **11.9** | **18.7** | **19.1** | **22.4** | **348.7** | **6,728,896** | **1,104,652** | **532,009** | **935,654** | **426,448** | **1,772,615** | **287,585** |
| Shelby | 816.7 | .3325 | 30.5 | 12.4 | 19.2 | 18.7 | 22.6 | 298.2 | 5,995,682 | 929,181 | 491,879 | 873,582 | 406,585 | 1,626,383 | 265,729 |
| • Memphis | 671.4 | .2733 | 31.1 | 12.2 | 18.4 | 19.0 | 24.8 | 251.4 | 5,196,262 | 753,993 | 434,756 | 727,300 | 366,341 | 1,482,655 | 238,742 |
| Tipton | 36.3 | .0148 | 31.5 | 10.1 | 15.2 | 20.0 | 24.7 | 12.4 | 100,237 | 23,392 | 4,775 | 13,674 | 2,299 | 27,283 | 2,864 |

3 Reasons To Choose Knoxville:

1. SECOND IN THE U.S. in disposable income spent on retail sales.*
2. SECOND IN TENNESSEE in estimated population growth to 1991.**
3. 67% PENETRATION with our papers over any five weekday period.***

For 75 pages of additional reasons contact the Knoxville News Sentinel Company and request our comprehensive Market Profile.

Source: *Market Economics Institute of New York; **Survey of Buying Power, 1987; ***Belden Associates, 1987

KNOXVILLE NEWS
SENTINEL COMPANY

The Knoxville
News-Sentinel

THE KNOXVILLE
JOURNAL

P.O. Box 59038
Knoxville, TN 37950-9038
(615) 523-3131
Represented nationally by
SAWYER•WALKER•FERGUSON•COMPANY, INC.

| **TENN.** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| *Crittenden, Ark.* | *50.4* | *.0205* | *29.2* | *10.2* | *15.6* | *18.7* | *22.3* | *16.8* | *423,366* | *76,417* | *23,307* | *31,473* | *12,846* | *74,374* | *12,404* |
| • *West Memphis* | *27.8* | *.0113* | *29.7* | *10.5* | *17.2* | *19.7* | *21.1* | *9.7* | *320,432* | *59,784* | *20,510* | *29,224* | *9,728* | *67,923* | *10,517* |
| *De Soto, Miss.* | *65.1* | *.0265* | *30.0* | *8.9* | *17.2* | *23.8* | *17.7* | *21.3* | *209,611* | *75,662* | *12,048* | *16,925* | *4,718* | *44,575* | *6,588* |
| SUBURBAN TOTAL | 269.3 | .1097 | 29.0 | 11.4 | 19.3 | 21.9 | 16.6 | 87.6 | 1,212,202 | 290,875 | 76,743 | 179,130 | 50,379 | 222,037 | 38,326 |
| **NASHVILLE** | **960.9** | **.3911** | **32.3** | **11.4** | **18.6** | **21.0** | **23.9** | **360.8** | **6,167,214** | **1,096,166** | **559,861** | **884,600** | **331,412** | **1,598,969** | **210,454** |
| Cheatham | 27.3 | .0111 | 31.5 | 9.1 | 18.0 | 23.2 | 20.6 | 9.2 | 65,040 | 17,729 | 3,075 | 2,252 | 925 | 16,527 | 2,071 |
| Davidson | 505.1 | .2056 | 32.5 | 12.6 | 19.4 | 19.5 | 25.7 | 201.9 | 4,359,742 | 674,117 | 434,692 | 703,566 | 253,912 | 1,122,746 | 140,319 |
| • Nashville-Davidson | 482.5 | .1964 | 32.3 | 12.9 | 19.6 | 19.2 | 25.5 | 193.6 | 4,153,030 | 642,752 | 418,160 | 633,524 | 245,224 | 1,116,828 | 129,226 |
| Dickson | 34.0 | .0138 | 33.8 | 9.2 | 15.7 | 21.1 | 27.0 | 12.4 | 155,065 | 34,996 | 9,744 | 22,346 | 8,621 | 41,421 | 5,311 |
| Robertson | 41.7 | .0170 | 33.2 | 9.6 | 16.2 | 20.4 | 26.8 | 14.6 | 142,873 | 33,752 | 7,233 | 12,669 | 7,455 | 36,214 | 6,102 |
| Rutherford | 107.4 | .0437 | 30.0 | 14.7 | 18.4 | 20.3 | 20.5 | 37.9 | 508,883 | 111,244 | 41,186 | 59,789 | 28,515 | 106,737 | 20,402 |
| • Murfreesboro | 43.5 | .0177 | 28.6 | 22.4 | 16.9 | 17.5 | 21.8 | 16.2 | 399,294 | 72,000 | 34,749 | 45,524 | 23,475 | 93,976 | 15,278 |
| Sumner | 100.5 | .0409 | 32.0 | 8.9 | 18.1 | 23.3 | 21.2 | 34.9 | 380,244 | 89,633 | 25,076 | 38,958 | 13,320 | 109,289 | 18,357 |
| Williamson | 76.9 | .0313 | 32.9 | 7.8 | 17.6 | 25.5 | 20.7 | 25.8 | 310,656 | 75,339 | 22,472 | 22,743 | 10,751 | 109,285 | 10,568 |
| Wilson | 68.0 | .0277 | 32.9 | 8.4 | 17.6 | 23.6 | 22.8 | 24.1 | 244,711 | 59,356 | 16,383 | 22,277 | 7,913 | 56,750 | 7,324 |
| SUBURBAN TOTAL | 434.9 | .1770 | 32.6 | 3.7 | 17.5 | 23.2 | 22.6 | 151.0 | 1,614,890 | 381,414 | 106,952 | 205,552 | 62,713 | 388,165 | 65,950 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Bedford | 27.3 | .0119 | 35.2 | 8.9 | 14.9 | 19.9 | 30.5 | 11.0 | 117,085 | 26,613 | 7,269 | 9,395 | 7,289 | 30,178 | 5,797 |
| Benton | 15.5 | .0063 | 37.2 | 8.1 | 14.6 | 19.9 | 33.4 | 6.1 | 59,616 | 23,005 | 3,186 | 9,154 | 1,421 | 9,972 | 1,121 |
| Bledsoe | 9.9 | .0040 | 31.1 | 12.7 | 15.6 | 19.8 | 24.1 | 3.4 | 19,363 | 4,404 | 682 | 506 | 759 | 6,878 | 1,468 |
| Bradley | 74.4 | .0303 | 31.4 | 11.5 | 17.4 | 22.2 | 21.5 | 26.9 | 388,610 | 87,207 | 30,203 | 46,669 | 13,139 | 108,454 | 16,920 |
| Campbell | 36.8 | .0150 | 33.8 | 8.7 | 15.5 | 20.0 | 28.0 | 13.6 | 134,313 | 30,829 | 11,564 | 10,683 | 5,141 | 37,462 | 5,989 |
| Cannon | 11.1 | .0045 | 35.6 | 8.9 | 15.2 | 21.9 | 29.1 | 4.1 | 29,726 | 10,624 | 1,340 | 1,875 | 1,589 | 6,084 | 1,818 |
| Carroll | 28.8 | .0117 | 36.4 | 8.8 | 14.6 | 19.4 | 32.5 | 10.8 | 118,576 | 30,294 | 4,909 | 15,289 | 6,738 | 30,518 | 6,629 |
| Chester | 13.7 | .0056 | 32.2 | 15.4 | 14.6 | 18.3 | 27.6 | 4.9 | 38,009 | 7,979 | 2,420 | 1,710 | 3,566 | 14,411 | 1,418 |
| Claiborne | 27.1 | .0111 | 32.2 | 10.3 | 17.0 | 20.4 | 24.9 | 9.6 | 75,400 | 20,908 | 6,275 | 6,956 | 8,843 | 8,182 | 3,408 |
| Clay | 8.1 | .0033 | 35.5 | 9.1 | 15.0 | 20.5 | 30.2 | 3.1 | 13,764 | 4,987 | 1,559 | 311 | 295 | 1,173 | 363 |
| Cocke | 29.8 | .0121 | 33.3 | 9.6 | 16.6 | 22.1 | 25.1 | 11.3 | 113,979 | 24,875 | 9,175 | 14,127 | 7,251 | 23,592 | 4,168 |
| Coffee | 41.8 | .0170 | 34.3 | 9.3 | 15.5 | 22.3 | 26.7 | 15.8 | 263,858 | 48,605 | 17,046 | 52,370 | 13,420 | 61,762 | 10,911 |
| Crockett | 14.6 | .0060 | 35.6 | 9.1 | 14.2 | 18.9 | 31.9 | 5.3 | 39,896 | 10,446 | 1,672 | 1,433 | 2,303 | 13,921 | 1,756 |
| Cumberland | 33.9 | .0138 | 33.8 | 9.0 | 15.8 | 20.1 | 28.1 | 12.3 | 178,778 | 35,477 | 15,235 | 21,795 | 4,628 | 49,581 | 8,598 |
| Decatur | 11.0 | .0045 | 37.2 | 8.2 | 14.4 | 19.8 | 33.4 | 4.5 | 37,034 | 7,406 | 1,4[illegible]1 | 3,183 | 925 | 12,565 | 1,222 |

PUT US TO THE TEST

...many national companies have: Coca-Cola, Frito Lay, McDonald's, Pillsbury, Kroger and Genesco, to name a few, have chosen Nashville as a center for their tests.

Nashville offers a diversified sampling of national tastes, lifestyles and buying habits. In fact, based on major demographics, Nashville is one of the most representative test markets in the nation.

Nashville is isolated from major outside influences — virtually eliminating product overlap.

Many variables directly influence a test market's suitability. So before you choose your test markets...put Nashville to the test.

For additional information contact: Bill Davis, Marketing Director, The Tennessean/Nashville Banner, 1100 Broadway, Nashville, TN 37203. Phone 615-259-8307

NASHVILLE

THE TENNESSEAN Nashville Banner

A blend of news and information appealing to all tastes.

Represented Nationally by Gannett National Newspaper Sales

## TENN. (cont.) POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| De Kalb | 14.7 | .0060 | 35.4 | 8.4 | 15.8 | 19.8 | 30.8 | 5.7 |
| Dyer | 35.1 | .0143 | 33.8 | 9.4 | 16.1 | 19.3 | 28.7 | 13.4 |
| Fayette | 26.3 | .0107 | 30.6 | 10.2 | 14.4 | 17.5 | 26.2 | 8.4 |
| Fentress | 15.7 | .0064 | 33.0 | 8.8 | 16.0 | 20.2 | 26.6 | 5.6 |
| Franklin | 33.9 | .0138 | 33.5 | 11.2 | 15.3 | 20.7 | 27.0 | 12.1 |
| Gibson | 49.0 | .0199 | 36.4 | 8.7 | 14.6 | 18.9 | 33.0 | 19.0 |
| Giles | 24.7 | .0101 | 35.8 | 9.1 | 14.6 | 19.8 | 31.5 | 9.4 |
| Greene | 57.1 | .0233 | 34.6 | 9.2 | 16.7 | 22.6 | 26.6 | 21.0 |
| Grundy | 14.9 | .0060 | 31.7 | 9.7 | 15.2 | 20.2 | 24.9 | 5.0 |
| Hamblen | 56.2 | .0229 | 32.9 | 9.5 | 17.4 | 23.6 | 22.8 | 20.9 |
| Hancock | 6.7 | .0028 | 34.5 | 9.6 | 14.3 | 19.9 | 29.4 | 2.3 |
| Hardeman | 24.6 | .0100 | 32.6 | 9.3 | 15.1 | 17.6 | 28.8 | 8.3 |
| Hardin | 22.9 | .0093 | 34.9 | 8.2 | 15.9 | 20.8 | 29.1 | 8.5 |
| Haywood | 21.1 | .0086 | 31.6 | 9.8 | 14.8 | 15.9 | 29.0 | 7.1 |
| Henderson | 23.5 | .0096 | 34.2 | 9.0 | 16.1 | 19.8 | 28.9 | 9.0 |
| Henry | 29.8 | .0121 | 37.6 | 8.7 | 14.4 | 18.6 | 34.8 | 11.6 |
| Hickman | 16.4 | .0067 | 33.5 | 11.5 | 16.0 | 20.3 | 27.3 | 5.7 |
| Houston | 7.0 | .0029 | 35.0 | 8.6 | 15.4 | 19.8 | 30.2 | 2.3 |
| Humphreys | 16.3 | .0066 | 33.9 | 8.6 | 16.0 | 20.9 | 27.2 | 6.2 |
| Jackson | 9.6 | .0039 | 36.1 | 8.5 | 15.0 | 20.4 | 31.3 | 3.3 |
| Johnson | 14.5 | .0059 | 34.4 | 8.6 | 15.9 | 21.3 | 27.7 | 5.4 |
| Lake | 7.8 | .0032 | 31.2 | 9.1 | 13.5 | 16.7 | 35.8 | 2.6 |
| Lauderdale | 26.0 | .0106 | 33.0 | 9.7 | 15.6 | 18.3 | 28.7 | 9.2 |
| Lawrence | 36.0 | .0146 | 34.1 | 9.5 | 14.7 | 20.5 | 28.2 | 13.1 |
| Lewis | 10.8 | .0044 | 31.3 | 8.9 | 17.7 | 18.5 | 25.0 | 3.5 |
| Lincoln | 27.4 | .0112 | 36.1 | 9.1 | 14.3 | 21.2 | 30.5 | 10.4 |
| Loudon | 30.5 | .0124 | 35.4 | 8.7 | 16.5 | 21.3 | 29.2 | 11.8 |
| McMinn | 44.2 | .0180 | 34.0 | 9.5 | 15.9 | 21.2 | 27.2 | 16.1 |
| McNairy | 24.3 | .0099 | 35.8 | 8.4 | 15.0 | 21.2 | 30.0 | 9.4 |
| Macon | 16.2 | .0066 | 34.6 | 8.8 | 16.2 | 20.6 | 28.7 | 6.1 |
| Marshall | 21.2 | .0087 | 36.2 | 8.4 | 15.1 | 19.6 | 32.0 | 8.0 |
| Maury | 55.0 | .0223 | 34.1 | 9.7 | 16.1 | 20.3 | 28.2 | 20.8 |
| Meigs | 8.0 | .0033 | 32.3 | 8.8 | 17.6 | 21.8 | 23.4 | 2.7 |
| Monroe | 31.1 | .0127 | 32.9 | 9.8 | 16.0 | 21.0 | 25.7 | 11.1 |
| Moore | 4.9 | .0020 | 34.1 | 9.1 | 14.9 | 21.4 | 27.2 | 1.7 |
| Morgan | 17.2 | .0070 | 32.0 | 9.9 | 18.9 | 20.8 | 23.6 | 5.6 |
| Obion | 34.0 | .0138 | 35.0 | 8.5 | 15.8 | 19.9 | 30.1 | 13.0 |
| Overton | 18.5 | .0076 | 34.9 | 8.4 | 15.5 | 21.2 | 28.7 | 6.6 |
| Perry | 6.4 | .0026 | 36.8 | 8.1 | 14.6 | 20.8 | 31.6 | 2.5 |
| Pickett | 4.5 | .0018 | 35.6 | 8.4 | 15.5 | 20.3 | 30.6 | 1.6 |
| Polk | 13.9 | .0057 | 33.3 | 8.7 | 15.9 | 21.5 | 25.8 | 4.9 |
| Putnam | 51.4 | .0209 | 31.5 | 16.8 | 16.5 | 19.3 | 24.9 | 19.1 |
| Rhea | 25.6 | .0104 | 31.8 | 11.2 | 16.5 | 19.9 | 24.9 | 9.2 |
| Roane | 50.5 | .0206 | 34.4 | 8.5 | 16.3 | 22.2 | 26.9 | 18.5 |
| Scott | 21.3 | .0087 | 30.7 | 9.6 | 16.5 | 19.2 | 23.6 | 7.3 |
| Smith | 15.2 | .0061 | 35.2 | 9.3 | 15.7 | 19.6 | 30.7 | 5.7 |
| Stewart | 9.5 | .0039 | 37.4 | 8.1 | 14.4 | 20.7 | 32.8 | 3.7 |
| Trousdale | 6.2 | .0025 | 34.1 | 9.3 | 18.0 | 19.3 | 29.1 | 2.5 |
| Van Buren | 4.8 | .0020 | 31.7 | 9.4 | 18.2 | 20.2 | 23.7 | 1.5 |
| Warren | 34.0 | .0138 | 33.9 | 9.3 | 16.5 | 20.5 | 27.7 | 12.8 |
| Wayne | 14.5 | .0059 | 33.5 | 9.3 | 15.5 | 20.6 | 27.1 | 5.3 |
| Weakley | 33.9 | .0138 | 33.5 | 16.2 | 14.1 | 17.5 | 30.4 | 12.3 |
| White | 20.9 | .0085 | 35.5 | 8.4 | 15.7 | 20.4 | 30.3 | 7.9 |
| **TOTAL METRO COUNTIES** | **3,268.0** | **1.3303** | **32.1** | **11.6** | **18.3** | **20.3** | **24.4** | **1,228.2** |
| **TOTAL STATE** | **4,899.5** | **1.9947** | **32.6** | **11.0** | **17.4** | **20.3** | **25.6** | **1,827.6** |

## RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| De Kalb | 53,021 | 14,929 | 3,183 | 4,238 | 2,326 | 14,611 | 3,036 |
| Dyer | 175,756 | 28,827 | 10,262 | 19,743 | 12,442 | 52,956 | 6,285 |
| Fayette | 39,947 | 14,410 | 2,160 | 5,185 | 813 | 9,116 | 1,147 |
| Fentress | 52,361 | 10,578 | 2,750 | 3,236 | 1,811 | 5,373 | 2,391 |
| Franklin | 114,439 | 27,504 | 6,841 | 15,137 | 4,266 | 28,640 | 4,610 |
| Gibson | 227,560 | 56,673 | 9,528 | 29,006 | 6,871 | 66,542 | 13,467 |
| Giles | 118,859 | 20,180 | 7,129 | 12,912 | 6,420 | 22,505 | 8,308 |
| Greene | 293,199 | 60,648 | 19,014 | 31,424 | 12,098 | 72,385 | 13,666 |
| Grundy | 40,021 | 7,307 | 3,045 | 1,032 | 919 | 4,588 | 2,904 |
| Hamblen | 334,762 | 77,441 | 20,672 | 38,723 | 9,683 | 95,057 | 9,773 |
| Hancock | 12,551 | 3,069 | 1,429 | 72 | 1,041 | 1,828 | 544 |
| Hardeman | 87,692 | 21,618 | 3,118 | 6,917 | 2,416 | 22,125 | 3,128 |
| Hardin | 88,912 | 14,113 | 5,370 | 17,530 | 3,498 | 23,749 | 3,632 |
| Haywood | 78,056 | 17,124 | 4,375 | 7,134 | 3,953 | 12,001 | 5,049 |
| Henderson | 75,250 | 13,007 | 4,946 | 9,039 | 4,148 | 18,354 | 3,074 |
| Henry | 149,791 | 32,496 | 10,171 | 21,723 | 7,254 | 33,666 | 7,880 |
| Hickman | 31,844 | 11,912 | 1,321 | 847 | 986 | 3,720 | 1,902 |
| Houston | 12,492 | 4,969 | 605 | 99 | 322 | 843 | 3,713 |
| Humphreys | 60,766 | 18,809 | 3,508 | 8,503 | 1,258 | 14,846 | 1,766 |
| Jackson | 14,757 | 4,834 | 1,147 | 379 | 1,209 | 1,263 | 915 |
| Johnson | 31,712 | 11,695 | 2,307 | 2,311 | 1,013 | 3,779 | 2,292 |
| Lake | 14,833 | 4,641 | 2,105 | 720 | 316 | 2,418 | 1,890 |
| Lauderdale | 51,901 | 9,228 | 2,336 | 9,054 | 2,784 | 12,653 | 2,301 |
| Lawrence | 143,950 | 23,785 | 7,700 | 17,530 | 12,831 | 37,650 | 8,303 |
| Lewis | 30,194 | 7,758 | 735 | 2,544 | 518 | 9,211 | 1,385 |
| Lincoln | 111,921 | 36,247 | 6,804 | 14,324 | 4,050 | 14,741 | 6,337 |
| Loudon | 120,236 | 26,877 | 7,344 | 11,146 | 6,759 | 40,820 | 6,310 |
| McMinn | 246,981 | 95,676 | 19,401 | 20,909 | 8,575 | 31,559 | 12,328 |
| McNairy | 67,627 | 16,114 | 3,098 | 6,225 | 2,267 | 19,477 | 3,254 |
| Macon | 45,905 | 15,133 | 1,278 | 4,317 | 1,433 | 6,211 | 2,733 |
| Marshall | 89,341 | 22,101 | 4,021 | 9,053 | 5,491 | 29,200 | 4,889 |
| Maury | 250,831 | 55,039 | 19,485 | 34,244 | 14,375 | 49,716 | 13,304 |
| Meigs | 22,630 | 7,972 | 1,459 | 1,014 | 1,617 | 4,434 | 1,481 |
| Monroe | 116,382 | 21,029 | 9,245 | 12,063 | 3,919 | 30,535 | 4,162 |
| Moore | 6,413 | 3,555 | 389 | 313 |  | 733 | 237 |
| Morgan | 16,652 | 6,070 | 853 | 531 | 225 | 5,294 | 904 |
| Obion | 174,207 | 38,893 | 12,684 | 20,203 | 5,160 | 44,295 | 7,027 |
| Overton | 53,529 | 13,980 | 2,989 | 6,059 | 3,453 | 6,329 | 3,767 |
| Perry | 9,641 | 5,206 | 633 | 48 | 769 | 892 | 336 |
| Pickett | 16,209 | 3,315 | 486 | 643 | 1,432 | 5,180 | 197 |
| Polk | 28,823 | 12,077 | 1,624 | 3,274 | 965 | 3,693 | 1,311 |
| Putnam | 293,098 | 75,488 | 24,439 | 32,142 | 10,618 | 43,727 | 15,615 |
| Rhea | 77,557 | 26,145 | 6,048 | 4,665 | 2,234 | 17,374 | 3,612 |
| Roane | 229,866 | 62,558 | 13,189 | 21,942 | 10,899 | 75,882 | 10,807 |
| Scott | 57,029 | 18,465 | 2,519 | 7,262 | 640 | 9,662 | 4,353 |
| Smith | 43,341 | 9,016 | 1,625 | 2,090 | 9,113 | 7,964 | 2,557 |
| Stewart | 17,901 | 5,828 | 1,547 | 1,254 | 1,186 | 5,010 | 679 |
| Trousdale | 16,227 | 7,173 | 80 | 492 | 561 | 585 | 1,109 |
| Van Buren | 2,749 | 830 | 293 | 58 | 217 | 363 |  |
| Warren | 145,447 | 37,152 | 8,896 | 16,911 | 6,888 | 29,670 | 6,348 |
| Wayne | 37,348 | 15,968 | 1,437 | 663 | 1,522 | 6,186 | 2,097 |
| Weakley | 124,025 | 34,181 | 10,075 | 14,145 | 6,198 | 24,030 | 7,250 |
| White | 70,454 | 13,993 | 2,537 | 5,241 | 1,882 | 29,478 | 2,670 |
| **TOTAL METRO COUNTIES** | **22,196,993** | **3,902,357** | **1,956,557** | **3,202,754** | **1,266,442** | **5,799,448** | **815,012** |
| **TOTAL STATE** | **28,651,996** | **5,479,662** | **2,370,808** | **3,914,479** | **1,557,413** | **7,327,200** | **1,125,633** |

## TENN. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CHATTANOOGA** | **4,699,281** | **22,031** | **24.1** | **27.8** | **15.3** | **11.1** | **.1630** |
| Hamilton | 3,321,079 | 22,361 | 23.6 | 27.1 | 15.5 | 12.3 | .1164 |
| • Chattanooga | 1,771,948 | 19,481 | 25.0 | 25.3 | 13.3 | 10.3 | .0742 |
| Marion | 219,831 | 17,744 | 27.4 | 27.7 | 10.3 | 6.2 | .0073 |
| Sequatchie | 80,326 | 18,073 | 29.0 | 26.0 | 11.5 | 7.6 | .0026 |
| *Catoosa, Ga.* | *408,736* | *24,169* | *22.3* | *30.3* | *18.4* | *10.4* | *.0149* |
| *Dade, Ga.* | *99,921* | *18,789* | *25.6* | *31.1* | *10.9* | *5.2* | *.0035* |
| *Walker, Ga.* | *519,388* | *22,294* | *25.2* | *29.7* | *16.0* | *9.3* | *.0183* |
| SUBURBAN TOTAL | 2,927,333 | 23,582 | 23.5 | 29.4 | 16.6 | 11.7 | .0888 |
| **CLARKSVILLE - HOPKINSVILLE** | **1,580,222** | **20,154** | **29.4** | **27.4** | **13.6** | **9.3** | **.0534** |
| Montgomery | 936,877 | 21,168 | 28.2 | 29.6 | 14.2 | 9.0 | .0314 |
| • Clarksville | 799,048 | 20,821 | 29.8 | 30.0 | 13.5 | 8.8 | .0281 |

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| *Christian, Ky.* | *643,345* | *18,593* | *31.3* | *24.0* | *12.7* | *9.7* | *.0220* |
| *• Hopkinsville* | *313,600* | *20,072* | *26.5* | *23.4* | *14.9* | *11.8* | *.0125* |
| SUBURBAN TOTAL | 467,574 | 18,746 | 30.8 | 25.7 | 12.9 | 8.4 | .0128 |
| **JACKSON** | **857,626** | **21,726** | **23.3** | **24.4** | **16.7** | **12.2** | **.0325** |
| Madison | 857,626 | 21,726 | 23.3 | 24.4 | 16.7 | 12.2 | .0325 |
| • Jackson | 587,718 | 20,910 | 24.3 | 23.7 | 15.8 | 12.3 | .0255 |
| SUBURBAN TOTAL | 269,908 | 23,508 | 20.9 | 26.3 | 18.7 | 12.0 | .0070 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **4,743,850** | **21,344** | **25.2** | **27.9** | **14.7** | **10.4** | **.1596** |
| Carter | 472,635 | 18,129 | 30.1 | 26.8 | 11.8 | 6.5 | .0143 |
| Hawkins | 510,937 | 23,728 | 21.9 | 26.6 | 18.2 | 12.6 | .0143 |
| Sullivan | 1,657,977 | 22,608 | 23.6 | 29.1 | 15.7 | 11.1 | .0589 |

# METRO & COUNTY TOTALS

**TENN. (cont.)**

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| • Bristol | 278,447 | 19,941 | 27.2 | 26.0 | 12.4 | 11.2 | .0123 |
| • Kingsport | 398,262 | 21,177 | 23.6 | 25.7 | 13.4 | 13.3 | .0220 |
| Unicoi | 166,973 | 20,676 | 25.9 | 28.6 | 14.7 | 8.3 | .0046 |
| Washington | 989,276 | 20,388 | 26.9 | 28.1 | 12.9 | 9.9 | .0353 |
| • Johnson City | 491,504 | 17,793 | 27.4 | 22.5 | 10.8 | 11.6 | .0222 |
| *Bristol city, Va.* | *204,292* | *21,237* | *22.5* | *27.2* | *14.0* | *11.2* | *.0092* |
| *• Bristol* | *204,292* | *21,237* | *22.5* | *27.2* | *14.0* | *11.2* | *.0092* |
| *Scott, Va.* | *257,050* | *21,954* | *24.2* | *24.4* | *15.2* | *14.3* | *.0084* |
| *Washington, Va.* | *484,710* | *21,164* | *26.[illegible]* | *28.1* | *14.8* | *9.6* | *.0146* |
| SUBURBAN TOTAL | 3,371,345 | 21,972 | 25.0 | 29.1 | 15.6 | 9.8 | .0939 |
| **KNOXVILLE** | **6,852,491** | **21,6[illegible]4** | **24.3** | **26.3** | **14.4** | **12.6** | **.2444** |
| Anderson | 886,238 | 24,[illegible]96 | 21.2 | 26.6 | 15.9 | 17.5 | .0279 |
| • Oak Ridge | 454,772 | 30,385 | 18.9 | 23.1 | 16.9 | 26.7 | .0145 |
| Blount | 889,654 | [illegible],000 | 25.3 | 27.4 | 15.3 | 9.4 | .0320 |
| Grainger | 129,754 | 15,821 | 31.8 | 25.8 | 7.0 | 4.2 | .0038 |
| Jefferson | 374,778 | 23,144 | 24.1 | 28.4 | 15.2 | 13.2 | .0104 |
| Knox | 4,035,844 | 22,238 | 23.5 | 25.4 | 15.0 | 14.0 | .1485 |
| • Knoxville | 1,989,154 | 18,235 | 26.5 | 24.5 | 11.7 | 9.8 | .0911 |
| Sevier | 439,642 | 18,090 | 29.3 | 28.3 | 10.5 | 6.2 | .0188 |
| Union | 96,581 | 16,389 | 29.2 | 27.8 | 8.3 | 4.1 | .0030 |
| SUBURBAN TOTAL | 4,408,565 | 22,817 | 23.6 | 27.5 | 15.6 | 12.9 | .1388 |
| **MEMPHIS** | **10,619,790** | **22,330** | **22.2** | **25.2** | **15.6** | **13.8** | **.3752** |
| Shelby | 9,251,049 | 22,520 | 22.1 | 24.8 | 15.5 | 14.6 | .3273 |
| • Memphis | 7,315,489 | 20,888 | 23.3 | 24.8 | 14.1 | 12.8 | .2698 |
| Tipton | 317,041 | 19,408 | 24.1 | 26.6 | 13.5 | 8.7 | .0099 |
| *Crittenden, Ark.* | *410,386* | *16,737* | *25.3* | *23.0* | *12.8* | *7.1* | *.0187* |
| *• West Memphis* | *258,272* | *19,229* | *24.2* | *25.9* | *14.6* | *7.9* | *.0125* |
| *De Soto, Miss.* | *641,314* | *26,288* | *20.8* | *29.5* | *20.9* | *11.1* | *.0193* |
| SUBURBAN TOTAL | 3,046,029 | 27,779 | 19.0 | 26.0 | 20.0 | 17.4 | .0929 |

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA**<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **NASHVILLE** | **12,396,680** | **26,194** | **21.0** | **26.9** | **17.8** | **17.4** | **.3914** |
| Cheatham | 277,599 | 24,005 | 24.1 | 31.5 | 16.8 | 10.9 | .0078 |
| Davidson | 6,864,580 | 25,180 | 21.9 | 26.8 | 16.7 | 17.0 | .2330 |
| • Nashville-Davidson | 6,377,378 | 24,834 | 22.2 | 27.1 | 16.8 | 16.1 | .2195 |
| Dickson | 363,459 | 22,626 | 23.2 | 28.1 | 17.2 | 10.4 | .0115 |
| Robertson | 441,261 | 24,271 | 21.6 | 27.7 | 18.0 | 13.0 | .0130 |
| Rutherford | 1,401,101 | 28,452 | 19.3 | 26.0 | 20.2 | 19.9 | .0404 |
| • Murfreesboro | 588,805 | 25,178 | 21.5 | 24.1 | 17.0 | 19.3 | .0205 |
| Sumner | 1,159,381 | 26,902 | 19.9 | 28.1 | 19.4 | 16.1 | .0336 |
| Williamson | 1,076,281 | 32,695 | 17.7 | 23.6 | 19.2 | 27.0 | .0291 |
| Wilson | 813,018 | 28,370 | 18.3 | 27.2 | 20.3 | 17.3 | .0230 |
| SUBURBAN TOTAL | 5,430,497 | 28,136 | 19.4 | 26.9 | 19.2 | 18.8 | .1514 |
| **OTHER COUNTIES** | | | | | | | |
| Bedford | 327,128 | 22,097 | 23.1 | 30.4 | 13.9 | 10.2 | .0098 |
| Benton | 146,038 | 17,682 | 27.5 | 26.1 | 13.2 | 5.5 | .0045 |
| Bledsoe | 80,405 | 16,194 | 27.2 | 23.7 | 11.0 | 5.7 | .0025 |
| Bradley | 775,762 | 22,188 | 25.4 | 28.8 | 15.8 | 10.4 | .0258 |
| Campbell | 284,698 | 15,248 | 29.3 | 24.6 | 8.8 | 4.3 | .0100 |
| Cannon | 87,241 | 15,963 | 31.5 | 26.1 | 8.1 | 4.4 | .0029 |
| Carroll | 247,990 | 17,169 | 27.6 | 27.3 | 10.4 | 5.6 | .0085 |
| Chester | 117,891 | 17,546 | 22.9 | 26.5 | 11.7 | 6.9 | .0036 |
| Claiborne | 193,080 | 13,997 | 31.4 | 19.9 | 8.7 | 4.9 | .0067 |
| Clay | 68,631 | 15,615 | 30.2 | 24.0 | 8.5 | 5.6 | .0021 |
| Cocke | 242,475 | 16,373 | 28.2 | 24.6 | 10.0 | 5.2 | .0084 |
| Coffee | 471,595 | 22,672 | 24.4 | 27.4 | 14.6 | 13.6 | .0159 |
| Crockett | 110,993 | 15,834 | 28.8 | 24.9 | 8.7 | 4.8 | .0037 |
| Cumberland | 307,113 | 18,665 | 28.9 | 27.0 | 12.0 | 7.4 | .0110 |
| Decatur | 108,195 | 17,833 | 26.8 | 25.0 | 12.0 | 7.5 | .0032 |
| De Kalb | 127,504 | 15,476 | 29.4 | 25.8 | 7.6 | 3.9 | .0043 |

Advertising in The Commercial Appeal—the only major daily newspaper serving the Greater Memphis area—guarantees efficient reach of a quality audience in the heart of Mid-America.

An average Sunday issue of The Commercial Appeal is read by more than [illegible] adults in the Memphis MSA, including those who are most likely to respond to your advertising message.*

Prime demographic groups targeted by average Sunday readership:

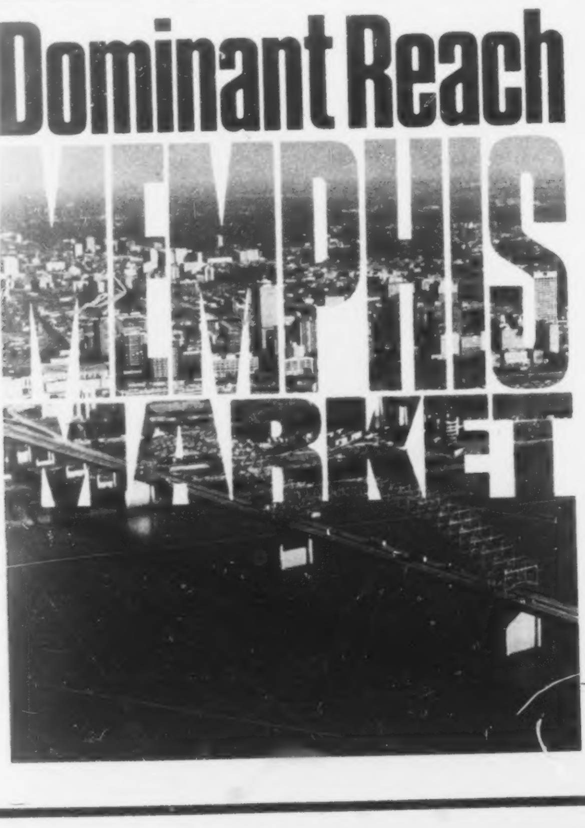
- 84% of the adults who have household incomes of $25K+
- 81% of the adults age 25 to 49
- 88% of the adults who attended college or graduated from college

The Commercial Appeal is the perfect advertising vehicle for reaching prospects in a prime market!

THE COMMERCIAL APPEAL
A Scripps Howard Newspaper
495 Union Avenue • Memphis, TN 38103
901/529-2239

Represented nationally by Sawyer-Ferguson-Walker with advertising offices in New York, Chicago, Los Angeles, Atlanta, Boston, Charlotte, Dallas, Detroit, Miami, Minneapolis, Philadelphia and San Francisco.

[illegible]



## TENN. (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Dyer | 347,429 | 18,852 | 27.7 | 25.2 | 12.1 | 9.7 | .0116 |
| Fayette | 191,670 | 16,558 | 26.2 | 23.9 | 10.4 | 7.4 | .0060 |
| Fentress | 94,598 | 12,216 | 32.1 | 19.3 | 5.6 | 2.7 | .0037 |
| Franklin | 341,702 | 21,388 | 24.6 | 28.0 | 14.9 | 10.3 | .0103 |
| Gibson | 500,879 | 19,948 | 24.5 | 27.1 | 14.0 | 8.8 | .0163 |
| Giles | 253,777 | 20,930 | 24.6 | 28.3 | 13.2 | 10.6 | .0082 |
| Greene | 609,007 | 22,105 | 24.0 | 28.1 | 15.8 | 10.3 | .0199 |
| Grundy | 119,795 | 16,639 | 29.9 | 24.4 | 10.0 | 5.8 | .0039 |
| Hamblen | 560,435 | 20,804 | 27.3 | 28.9 | 14.4 | 8.6 | .0199 |
| Hancock | 39,200 | 12,053 | 30.2 | 19.0 | 4.7 | 3.7 | .0013 |
| Hardeman | 205,212 | 18,143 | 26.2 | 25.7 | 12.4 | 7.1 | .0069 |
| Hardin | 184,206 | 16,686 | 28.2 | 26.3 | 10.0 | 4.9 | .0066 |
| Haywood | 156,144 | 14,693 | 28.9 | 22.6 | 7.9 | 6.4 | .0057 |
| Henderson | 230,700 | 20,345 | 25.0 | 30.0 | 12.4 | 8.3 | .0070 |
| Henry | 277,203 | 17,815 | 29.5 | 25.4 | 11.6 | 6.8 | .0096 |
| Hickman | 145,597 | 20,417 | 25.8 | 30.3 | 13.0 | 7.6 | .0043 |
| Houston | 53,514 | 17,400 | 26.8 | 25.8 | 10.3 | 8.0 | .0017 |
| Humphreys | 155,914 | 21,527 | 20.9 | 30.3 | 15.9 | 7.1 | .0049 |
| Jackson | 77,023 | 16,430 | 27.5 | 21.3 | 12.5 | 6.9 | .0023 |
| Johnson | 112,980 | 16,573 | 29.9 | 28.3 | 7.7 | 4.0 | .0036 |
| Lake | 56,052 | 14,747 | 29.3 | 23.5 | 7.1 | 6.1 | .0018 |
| Lauderdale | 220,544 | 18,127 | 24.7 | 26.6 | 11.1 | 7.3 | .0066 |
| Lawrence | 352,712 | 21,106 | 24.4 | 28.4 | 15.2 | 9.0 | .0112 |
| Lewis | 89,939 | 18,085 | 30.3 | 27.3 | 11.3 | 6.8 | .0029 |
| Lincoln | 256,432 | 18,707 | 28.6 | 26.4 | 12.0 | 8.1 | .0084 |
| Loudon | 426,275 | 27,429 | 20.9 | 24.0 | 17.7 | 21.1 | .0115 |
| McMinn | 451,984 | 21,679 | 23.7 | 26.9 | 15.8 | 10.5 | .0155 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| McNairy | 210,360 | 17,170 | 27.4 | 27.5 | 9.7 | 5.8 | .0065 |
| Macon | 150,568 | 18,646 | 26.4 | 30.4 | 10.1 | 6.0 | .0046 |
| Marshall | 233,822 | 21,788 | 24.5 | 28.8 | 15.4 | 9.4 | .0071 |
| Maury | 599,314 | 22,569 | 22.1 | 28.9 | 15.9 | 10.7 | .0187 |
| Meigs | 69,407 | 20,234 | 26.9 | 27.5 | 14.5 | 8.6 | .0022 |
| Monroe | 285,828 | 19,120 | 27.6 | 27.8 | 11.9 | 8.2 | .0093 |
| Moore | 55,795 | 27,094 | 21.6 | 27.3 | 19.8 | 15.4 | .0014 |
| Morgan | 150,810 | 18,755 | 28.2 | 25.3 | 13.8 | 7.8 | .0040 |
| Obion | 370,581 | 21,241 | 24.3 | 26.8 | 15.0 | 10.6 | .0120 |
| Overton | 133,422 | 14,823 | 29.0 | 23.4 | 8.3 | 4.4 | .0046 |
| Perry | 56,685 | 17,671 | 31.2 | 27.4 | 11.2 | 4.6 | .0016 |
| Pickett | 32,351 | 15,679 | 34.9 | 23.8 | 8.5 | 3.4 | .0013 |
| Polk | 93,795 | 15,417 | 30.2 | 27.1 | 7.4 | 2.4 | .0030 |
| Putnam | 489,375 | 18,316 | 28.4 | 25.7 | 12.2 | 7.7 | .0176 |
| Rhea | 247,057 | 20,585 | 24.4 | 26.2 | 14.2 | 10.8 | .0074 |
| Roane | 527,690 | 22,209 | 23.4 | 27.2 | 15.5 | 11.7 | .0169 |
| Scott | 142,069 | 12,739 | 31.0 | 19.8 | 5.7 | 3.7 | .0051 |
| Smith | 145,173 | 20,403 | 25.5 | 29.8 | 13.3 | 7.7 | .0044 |
| Stewart | 87,561 | 18,612 | 25.3 | 28.2 | 12.6 | 6.0 | .0024 |
| Trousdale | 69,364 | 22,400 | 24.8 | 30.6 | 16.4 | 8.4 | .0019 |
| Van Buren | 37,986 | 18,556 | 32.2 | 27.8 | 10.9 | 6.8 | .0011 |
| Warren | 331,736 | 19,888 | 26.8 | 28.8 | 12.1 | 8.7 | .0107 |
| Wayne | 130,925 | 20,034 | 23.9 | 30.5 | 12.5 | 7.0 | .0039 |
| Weakley | 300,938 | 17,552 | 29.9 | 26.0 | 11.3 | 6.4 | .0098 |
| White | 179,847 | 16,983 | 30.4 | 27.2 | 10.4 | 4.9 | .0059 |
| **TOTAL METRO COUNTIES** | **38,030,798** | **23,025** | **22.9** | **26.5** | **15.8** | **14.0** | **1.2906** |
| **TOTAL STATE** | **53,370,919** | **21,636** | **24.1** | **26.5** | **14.8** | **12.1** | **1.7885** |

# Texas

S&MM ESTIMATES

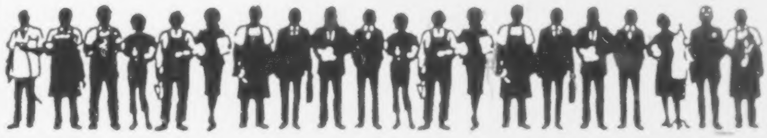
### POPULATION—12/31/87

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABILENE** | **126.8** | **.0516** | **30.4** | **15.1** | **16.9** | **18.5** | **23.7** | **45.6** | **1,092,849** | **214,046** | **86,384** | **154,719** | **50,197** | **253,883** | **34,207** |
| Taylor | 126.8 | .0516 | 30.4 | 15.1 | 16.9 | 18.5 | 23.7 | 45.6 | 1,092,849 | 214,046 | 86,384 | 154,719 | 50,197 | 253,883 | 34,207 |
| • Abilene | 116.3 | .0473 | 29.9 | 15.9 | 17.2 | 18.1 | 23.2 | 41.2 | 1,023,754 | 203,891 | 81,074 | 152,558 | 50,470 | 235,109 | 34,656 |
| SUBURBAN TOTAL | 10.5 | .0043 | 36.6 | 6.7 | 13.5 | 23.2 | 29.6 | 4.4 | 69,095 | 10,155 | 5,310 | 2,161 | 273 | 18,774 | 449 |
| **AMARILLO** | **197.9** | **.0805** | **31.3** | **12.2** | **18.1** | **19.8** | **23.4** | **75.2** | **1,443,114** | **291,041** | **135,865** | **152,618** | **79,177** | **378,217** | **26,653** |
| Potter | 105.2 | .0428 | 31.6 | 12.1 | 17.2 | 17.6 | 26.6 | 40.8 | 1,040,685 | 193,583 | 99,965 | 117,064 | 53,172 | 270,028 | 21,210 |
| • Amarillo | 165.4 | .0673 | 31.5 | 11.3 | 18.6 | 19.2 | 24.3 | 64.1 | 1,429,206 | 295,225 | 128,297 | 147,747 | 84,414 | 377,712 | 27,243 |
| Randall | 92.7 | .0377 | 30.9 | 12.3 | 19.3 | 22.3 | 19.8 | 34.4 | 402,429 | 97,458 | 35,900 | 35,554 | 26,005 | 108,189 | 5,443 |
| SUBURBAN TOTAL | 32.5 | .0132 | 30.1 | 16.4 | 16.5 | 23.0 | 18.8 | 11.1 | 13,908 | 4,184 | 7,568 | 4,871 | 5,237 | 505 | 590 |
| **AUSTIN** | **745.1** | **.3034** | **29.1** | **16.3** | **22.0** | **18.6** | **18.4** | **284.9** | **4,833,318** | **1,020,269** | **554,830** | **528,786** | **283,166** | **1,090,067** | **106,795** |
| Hays | 59.8 | .0243 | 25.2 | 26.5 | 15.7 | 15.9 | 18.7 | 19.4 | 262,090 | 71,169 | 36,741 | 17,923 | 6,327 | 44,902 | 3,367 |
| Travis | 565.5 | .2303 | 29.0 | 16.9 | 23.3 | 18.2 | 17.8 | 225.8 | 4,137,611 | 806,259 | 490,083 | 475,048 | 263,595 | 945,642 | 90,796 |
| • Austin | 481.2 | .1959 | 28.5 | 18.7 | 24.1 | 16.7 | 17.6 | 197.9 | 4,075,058 | 796,421 | 487,704 | 468,559 | 262,491 | 945,335 | 90,194 |
| Williamson | 119.8 | .0488 | 31.0 | 8.5 | 19.3 | 21.4 | 20.8 | 39.7 | 433,617 | 142,841 | 28,006 | 35,815 | 13,244 | 99,523 | 12,632 |
| SUBURBAN TOTAL | 263.9 | .1075 | 30.4 | 12.1 | 18.2 | 22.0 | 19.7 | 87.0 | 758,260 | 223,848 | 67,126 | 60,227 | 20,675 | 144,732 | 16,601 |
| **BEAUMONT - PORT ARTHUR** | **385.5** | **.1569** | **32.0** | **10.9** | **16.8** | **19.6** | **25.4** | **137.8** | **2,554,999** | **592,129** | **199,321** | **309,176** | **122,812** | **592,282** | **77,160** |
| Hardin | 45.4 | .0185 | 32.1 | 9.1 | 16.3 | 21.2 | 24.1 | 15.3 | 181,282 | 46,373 | 7,312 | 19,779 | 2,835 | 65,381 | 8,369 |
| Jefferson | 257.0 | .1046 | 32.4 | 11.5 | 16.8 | 18.6 | 27.0 | 94.0 | 1,882,548 | 411,333 | 165,390 | 231,666 | 105,068 | 409,564 | 50,407 |
| • Beaumont | 122.1 | .0497 | 31.7 | 12.0 | 17.9 | 17.9 | 26.2 | 45.3 | 1,165,311 | 203,833 | 111,184 | 168,196 | 79,063 | 252,805 | 26,214 |
| • Port Arthur | 63.9 | .0260 | 33.4 | 11.0 | 15.0 | 16.4 | 31.2 | 23.6 | 407,015 | 109,343 | 27,783 | 43,387 | 17,871 | 106,137 | 10,772 |
| Orange | 83.1 | .0338 | 30.8 | 10.2 | 17.1 | 21.6 | 21.2 | 28.5 | 491,169 | 134,423 | 26,619 | 57,731 | 14,909 | 117,337 | 18,384 |
| SUBURBAN TOTAL | 199.5 | .0812 | 31.8 | 10.3 | 16.6 | 21.6 | 23.1 | 68.9 | 982,673 | 278,953 | 60,354 | 97,593 | 25,878 | 233,340 | 40,174 |
| **BRAZORIA** | **205.2** | **.0836** | **29.6** | **12.1** | **20.1** | **21.7** | **17.4** | **66.7** | **1,040,178** | **325,662** | **73,326** | **105,487** | **36,109** | **241,614** | **27,986** |
| Brazoria | 205.2 | .0836 | 29.6 | 12.1 | 20.1 | 21.7 | 17.4 | 66.7 | 1,040,178 | 325,662 | 73,326 | 105,487 | 36,109 | 241,614 | 27,986 |
| SUBURBAN TOTAL | 205.2 | .0836 | 29.6 | 12.1 | 20.1 | 21.7 | 17.4 | 66.7 | 1,040,178 | 325,662 | 73,326 | 105,487 | 36,109 | 241,614 | 27,986 |
| **BROWNSVILLE - HARLINGEN** | **257.9** | **.1050** | **27.9** | **9.8** | **15.8** | **17.2** | **21.7** | **74.1** | **1,408,066** | **359,397** | **131,614** | **172,476** | **81,359** | **246,622** | **32,306** |
| Cameron | 257.9 | .1050 | 27.9 | 9.8 | 15.8 | 17.2 | 21.7 | 74.1 | 1,408,066 | 359,397 | 131,614 | 172,476 | 81,359 | 246,622 | 32,306 |
| • Brownsville | 103.0 | .0419 | 27.0 | 10.3 | 16.1 | 17.5 | 19.6 | 28.7 | 717,761 | 190,560 | 54,829 | 111,878 | 51,106 | 111,990 | 18,194 |
| • Harlingen | 55.6 | .0226 | 29.5 | 9.9 | 16.5 | 16.5 | 24.4 | 17.3 | 477,992 | 105,965 | 52,097 | 49,844 | 23,147 | 102,999 | 8,047 |
| SUBURBAN TOTAL | 99.3 | .0405 | 28.0 | 9.3 | 15.0 | 17.2 | 22.3 | 28.1 | 212,313 | 62,872 | 24,688 | 10,754 | 7,106 | 31,633 | 6,065 |
| **BRYAN - COLLEGE STATION** | **126.1** | **.0513** | **24.5** | **30.7** | **17.6** | **14.4** | **15.7** | **46.1** | **827,949** | **197,643** | **98,570** | **124,877** | **29,141** | **135,325** | **13,601** |
| Brazos | 126.1 | .0513 | 24.5 | 30.7 | 17.6 | 14.4 | 15.7 | 46.1 | 827,949 | 197,643 | 98,570 | 124,877 | 29,141 | 135,325 | 13,601 |
| • Bryan | 64.3 | .0262 | 29.1 | 15.3 | 18.9 | 16.9 | 21.9 | 24.7 | 504,851 | 111,301 | 50,962 | 49,262 | 22,500 | 121,766 | 9,667 |
| • College Station | 50.6 | .0206 | 22.7 | 53.9 | 15.5 | 9.7 | 7.3 | 17.2 | 303,405 | 79,346 | 44,780 | 72,418 | 5,889 | 13,133 | 3,809 |
| SUBURBAN TOTAL | 11.2 | .0045 | 29.4 | 15.2 | 19.7 | 20.5 | 18.4 | 4.2 | 19,693 | 6,996 | 2,828 | 3,197 | 752 | 426 | 125 |

## TEXAS (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87<br>Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group<br>18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987<br>Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CORPUS CHRISTI** | **369.4** | **.1504** | **29.5** | **11.0** | **18.0** | **18.8** | **21.3** | **121.9** | **2,334,645** | **561,828** | **228,825** | **258,658** | **130,616** | **497,813** | **45,838** |
| Nueces | 306.2 | .1246 | 29.5 | 11.3 | 18.3 | 18.7 | 21.3 | 102.3 | 2,044,876 | 459,827 | 212,778 | 240,488 | 124,835 | 424,786 | 37,425 |
| ● Corpus Christi | 273.3 | .1113 | 29.6 | 11.4 | 18.8 | 18.6 | 21.3 | 92.9 | 1,914,019 | 413,817 | 200,848 | 233,830 | 123,582 | 399,063 | 33,694 |
| San Patricio | 63.2 | .0258 | 29.2 | 9.7 | 16.4 | 19.5 | 20.9 | 19.6 | 289,769 | 102,001 | 16,047 | 18,170 | 5,781 | 73,027 | 8,413 |
| SUBURBAN TOTAL | 96.1 | .0391 | 28.9 | 10.0 | 15.7 | 19.3 | 21.1 | 29.0 | 420,626 | 148,011 | 27,977 | 24,828 | 7,034 | 98,750 | 12,144 |
| **DALLAS** | **2,430.2** | **.9894** | **30.7** | **11.4** | **20.5** | **21.6** | **19.6** | **912.2** | **17,907,833** | **3,614,483** | **1,877,601** | **2,129,936** | **933,073** | **4,068,560** | **439,868** |
| Collin | 219.1 | .0892 | 30.3 | 7.8 | 20.0 | 25.5 | 15.1 | 71.7 | 1,382,099 | 309,325 | 115,636 | 209,634 | 92,780 | 273,890 | 46,515 |
| Plano | 111.2 | .0453 | 29.0 | 6.9 | 23.5 | 27.8 | 8.2 | 34.8 | 836,251 | 205,480 | 87,331 | 181,861 | 42,699 | 74,455 | 26,412 |
| Dallas | 1,837.3 | .7480 | 30.8 | 11.8 | 20.6 | 21.2 | 20.1 | 711.1 | 14,868,749 | 2,845,507 | 1,651,442 | 1,723,095 | 795,508 | 3,445,252 | 335,900 |
| Carrollton | 57.8 | .0235 | 29.9 | 8.9 | 26.1 | 25.5 | 11.1 | 21.3 | 396,335 | 87,167 | 27,777 | 52,603 | 12,464 | 87,208 | 17,521 |
| ● Dallas | 1,025.7 | .4176 | 31.2 | 12.6 | 20.5 | 19.2 | 23.0 | 421.9 | 8,915,591 | 1,617,074 | 1,076,549 | 1,062,373 | 551,402 | 1,858,633 | 185,952 |
| Garland | 174.7 | .0711 | 29.2 | 9.5 | 23.6 | 23.1 | 13.1 | 60.5 | 935,276 | 260,912 | 82,747 | 67,456 | 43,149 | 177,166 | 21,720 |
| Grand Prairie | 95.0 | .0387 | 29.3 | 10.5 | 20.9 | 21.0 | 17.1 | 33.0 | 413,186 | 99,306 | 58,499 | 14,996 | 11,571 | 108,220 | 20,020 |
| ● Irving | 132.6 | .0540 | 29.9 | 13.4 | 20.5 | 23.6 | 15.9 | 50.6 | 1,098,622 | 214,860 | 80,515 | 119,098 | 32,876 | 449,818 | 23,749 |
| Mesquite | 86.1 | .0351 | 29.2 | 10.9 | 19.7 | 24.9 | 13.6 | 28.5 | 727,212 | 119,665 | 41,951 | 222,128 | 25,422 | 102,477 | 15,931 |
| Richardson | 81.2 | .0331 | 31.8 | 7.4 | 20.1 | 28.9 | 14.6 | 28.3 | 880,671 | 143,558 | 62,543 | 116,454 | 51,122 | 282,410 | 14,087 |
| Denton | 215.6 | .0877 | 29.3 | 13.5 | 22.9 | 21.3 | 15.6 | 75.9 | 1,005,238 | 282,558 | 63,659 | 133,562 | 23,316 | 210,560 | 36,540 |
| ● Denton | 57.6 | .0235 | 27.8 | 24.6 | 20.3 | 16.8 | 18.7 | 21.5 | 508,615 | 112,975 | 36,654 | 87,740 | 11,587 | 114,017 | 25,053 |
| Ellis | 79.3 | .0323 | 33.0 | 9.3 | 15.4 | 20.6 | 26.3 | 26.5 | 302,965 | 85,005 | 23,178 | 32,424 | 7,365 | 62,507 | 10,038 |
| Kaufman | 52.9 | .0216 | 34.8 | 8.7 | 14.9 | 20.9 | 28.7 | 17.9 | 246,151 | 68,497 | 17,012 | 24,906 | 11,175 | 50,500 | 7,313 |
| Rockwall | 26.0 | .0106 | 33.3 | 7.5 | 17.2 | 26.0 | 21.0 | 9.1 | 102,631 | 23,591 | 6,674 | 6,315 | 2,929 | 25,851 | 3,562 |
| SUBURBAN TOTAL | 1,214.3 | .4943 | 30.5 | 9.5 | 20.4 | 23.6 | 17.3 | 418.2 | 7,385,005 | 1,669,574 | 683,883 | 860,725 | 337,208 | 1,646,092 | 205,114 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***3,686.6*** | ***1.5009*** | ***31.0*** | ***11.4*** | ***19.9*** | ***21.5*** | ***20.5*** | ***1,374.9*** | ***26,315,079*** | ***5,503,192*** | ***2,699,060*** | ***3,208,507*** | ***1,332,410*** | ***6,037,967*** | ***656,067*** |
| **EL PASO** | **570.0** | **.2321** | **27.7** | **12.8** | **17.4** | **18.9** | **18.3** | **170.0** | **2,630,277** | **533,099** | **275,417** | **411,241** | **156,711** | **543,213** | **58,936** |
| El Paso | 570.0 | .2321 | 27.7 | 12.8 | 17.4 | 18.9 | 18.3 | 170.0 | 2,630,277 | 533,099 | 275,417 | 411,241 | 156,711 | 543,213 | 58,936 |
| ● El Paso | 496.1 | .2020 | 28.3 | 12.0 | 17.3 | 19.2 | 19.2 | 153.1 | 2,553,096 | 513,154 | 267,503 | 407,806 | 152,229 | 530,866 | 56,291 |
| SUBURBAN TOTAL | 73.9 | .0301 | 24.1 | 18.2 | 18.4 | 16.8 | 12.4 | 16.9 | 77,181 | 19,945 | 7,914 | 3,435 | 4,482 | 12,347 | 2,645 |
| **FORT WORTH - ARLINGTON** | **1,256.4** | **.5115** | **31.5** | **11.4** | **19.0** | **21.2** | **22.1** | **462.7** | **8,407,246** | **1,888,709** | **821,459** | **1,078,571** | **399,337** | **1,969,407** | **216,199** |
| Johnson | 94.0 | .0383 | 33.2 | 9.3 | 15.9 | 22.0 | 25.1 | 32.4 | 475,973 | 139,924 | 32,451 | 57,069 | 9,728 | 105,146 | 17,526 |
| Parker | 60.0 | .0244 | 34.9 | 8.9 | 15.1 | 22.8 | 27.0 | 21.4 | 223,506 | 66,485 | 16,783 | 12,341 | 4,490 | 54,076 | 7,651 |
| Tarrant | 1,102.4 | .4488 | 31.2 | 11.8 | 19.3 | 21.1 | 21.6 | 408.9 | 7,707,767 | 1,682,300 | 772,225 | 1,009,161 | 385,119 | 1,810,185 | 191,022 |
| ● Arlington | 247.7 | .1008 | 29.2 | 13.9 | 23.8 | 22.0 | 14.2 | 93.2 | 1,854,438 | 405,284 | 203,785 | 256,650 | 66,602 | 515,534 | 34,574 |
| ● Fort Worth | 448.1 | .1824 | 32.1 | 12.3 | 18.1 | 17.9 | 26.8 | 172.4 | 3,579,714 | 673,692 | 368,836 | 430,847 | 209,961 | 920,530 | 90,022 |
| SUBURBAN TOTAL | 560.6 | .2283 | 32.4 | 9.7 | 17.3 | 23.5 | 21.9 | 197.1 | 2,973,094 | 809,733 | 248,838 | 391,074 | 122,774 | 533,343 | 91,603 |
| **GALVESTON - TEXAS CITY** | **219.2** | **.0892** | **31.8** | **10.6** | **17.8** | **20.4** | **24.0** | **79.5** | **1,401,222** | **389,917** | **154,713** | **127,414** | **38,430** | **296,531** | **38,547** |
| Galveston | 219.2 | .0892 | 31.8 | 10.6 | 17.8 | 20.4 | 24.0 | 79.5 | 1,401,222 | 389,917 | 154,713 | 127,414 | 38,430 | 296,531 | 38,547 |
| ● Galveston | 62.8 | .0256 | 32.7 | 12.4 | 18.0 | 17.0 | 28.9 | 25.0 | 472,065 | 125,415 | 75,493 | 54,049 | 14,840 | 77,425 | 10,406 |
| ● Texas City | 43.6 | .0178 | 31.4 | 10.4 | 17.3 | 20.1 | 23.7 | 15.1 | 308,754 | 79,193 | 23,121 | 16,938 | 9,730 | 96,968 | 9,641 |
| SUBURBAN TOTAL | 112.8 | .0458 | 31.5 | 9.8 | 17.9 | 22.4 | 21.3 | 39.4 | 620,403 | 185,309 | 56,099 | 56,427 | 13,860 | 122,138 | 18,500 |
| **HOUSTON** | **3,233.0** | **1.3163** | **29.7** | **11.6** | **21.9** | **21.2** | **17.3** | **1,181.9** | **22,796,309** | **4,952,623** | **2,327,423** | **2,626,784** | **1,185,093** | **5,221,113** | **706,220** |
| Fort Bend | 208.5 | .0849 | 28.3 | 8.9 | 24.0 | 21.5 | 13.8 | 65.9 | 686,257 | 187,698 | 35,251 | 21,974 | 21,235 | 189,996 | 21,233 |
| Harris | 2,764.3 | 1.1254 | 29.7 | 12.0 | 22.2 | 20.9 | 17.3 | 1,030.3 | 20,873,241 | 4,467,939 | 2,223,334 | 2,522,635 | 1,134,523 | 4,631,220 | 644,107 |
| ● Baytown | 60.9 | .0248 | 29.5 | 11.9 | 19.5 | 18.6 | 20.7 | 22.1 | 476,872 | 130,490 | 37,860 | 38,703 | 15,738 | 128,893 | 14,779 |
| ● Houston | 1,741.0 | .7088 | 29.9 | 13.1 | 22.2 | 19.9 | 18.7 | 672.0 | 15,171,878 | 3,069,513 | 1,691,027 | 1,876,246 | 882,958 | 3,293,163 | 472,437 |
| Pasadena | 118.0 | .0480 | 28.4 | 13.9 | 20.4 | 20.0 | 16.5 | 42.0 | 830,483 | 193,842 | 75,938 | 145,027 | 36,344 | 168,075 | 25,524 |
| Liberty | 57.0 | .0232 | 32.3 | 9.2 | 16.4 | 20.0 | 25.6 | 19.8 | 307,582 | 91,209 | 15,253 | 25,088 | 5,211 | 90,875 | 13,528 |
| Montgomery | 179.7 | .0732 | 31.1 | 8.5 | 17.9 | 24.4 | 18.5 | 58.9 | 656,170 | 179,296 | 44,991 | 46,985 | 21,249 | 132,919 | 23,335 |
| Waller | 23.5 | .0096 | 28.8 | 20.0 | 14.0 | 17.3 | 24.0 | 7.0 | 273,059 | 26,481 | 8,594 | 10,102 | 2,875 | 176,103 | 4,017 |
| SUBURBAN TOTAL | 1,431.1 | .5827 | 29.5 | 9.9 | 21.6 | 22.7 | 15.5 | 487.8 | 7,147,559 | 1,752,620 | 598,536 | 711,835 | 286,397 | 1,799,057 | 219,004 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***3,657.4*** | ***1.4891*** | ***29.8*** | ***11.6*** | ***21.5*** | ***21.1*** | ***17.8*** | ***1,328.1*** | ***25,237,709*** | ***5,668,2[illegible]*** | ***3,555,462*** | ***2,859,685*** | ***1,259,632*** | ***5,759,258*** | ***772,753*** |
| **KILLEEN - TEMPLE** | **245.4** | **.0999** | **26.5** | **19.9** | **18.8** | **17.0** | **17.0** | **80.1** | **1,170,574** | **282,0[illegible]** | **112,101** | **184,581** | **58,093** | **268,587** | **28,146** |



Reach South Texas...

TURN TO LANDON FOR RESULTS
(SEE PAGE B-26)

89% Readership in the Corpus Chrisiti City Zone

Newspaper Advertising Sales
CWO&O

Source: Media Research Survey, 1988.

Corpus Christi Caller-Times
A HARTE-HANKS NEWSPAPER.

## METRO & COUNTY TOTALS

| **TEXAS** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Bell | 178.3 | .0726 | 27.5 | 17.4 | 18.9 | 17.3 | 18.6 | 62.5 | 1,050,817 | 243,774 | 102,388 | 166,889 | 48,615 | 243,474 | 24,877 |
| • Killeen | 61.7 | .0251 | 24.4 | 22.5 | 20.0 | 16.8 | 11.2 | 23.3 | 490,740 | 100,648 | 44,830 | 78,271 | 27,620 | 137,564 | 10,108 |
| • Temple | 47.7 | .0194 | 33.8 | 9.9 | 17.0 | 17.8 | 30.1 | 18.9 | 423,311 | 99,158 | 40,321 | 77,414 | 19,369 | 90,565 | 14,069 |
| Coryell | 67.1 | .0273 | 24.3 | 26.9 | 18.9 | 16.1 | 12.4 | 17.6 | 119,757 | 38,303 | 9,713 | 17,692 | 9,478 | 25,113 | 3,269 |
| SUBURBAN TOTAL | 136.0 | .0554 | 25.4 | 22.3 | 19.0 | 16.8 | 14.9 | 37.9 | 256,523 | 82,271 | 26,950 | 28,896 | 11,104 | 40,458 | 3,969 |
| **LAREDO** | **120.6** | **.0491** | **26.4** | **11.0** | **15.7** | **17.0** | **19.5** | **32.2** | **1,057,511** | **253,297** | **67,873** | **177,581** | **113,589** | **109,088** | **19,084** |
| Webb | 120.6 | .0491 | 26.4 | 11.0 | 15.7 | 17.0 | 19.5 | 32.2 | 1,057,511 | 253,297 | 67,873 | 177,581 | 113,589 | 109,088 | 19,084 |
| • Laredo | 114.2 | .0465 | 26.3 | 11.1 | 15.7 | 16.6 | 19.8 | 30.7 | 1,052,531 | 253,282 | 67,000 | 177,541 | 113,567 | 109,076 | 19,084 |
| SUBURBAN TOTAL | 6.4 | .0026 | 27.8 | 8.6 | 17.9 | 23.9 | 13.2 | 1.5 | 4,980 | 15 | 873 | 40 | 22 | 12 | |
| **LONGVIEW - MARSHALL** | **170.6** | **.0696** | **32.3** | **10.9** | **16.6** | **19.3** | **26.3** | **61.7** | **1,328,245** | **293,691** | **108,870** | **167,274** | **72,807** | **330,288** | **37,718** |
| Gregg | 113.3 | .0462 | 31.9 | 11.4 | 17.4 | 19.5 | 25.1 | 41.7 | 1,044,422 | 235,718 | 88,761 | 145,854 | 42,221 | 261,483 | 28,757 |
| • Longview | 74.5 | .0303 | 31.7 | 12.0 | 17.9 | 19.5 | 24.6 | 27.6 | 796,161 | 172,293 | 72,803 | 132,864 | 38,866 | 163,591 | 20,180 |
| Harrison | 57.3 | .0234 | 33.2 | 9.9 | 14.9 | 18.8 | 28.5 | 20.0 | 283,823 | 57,973 | 20,109 | 21,420 | 30,586 | 68,805 | 8,961 |
| • Marshall | 24.2 | .0099 | 33.8 | 10.9 | 14.5 | 16.1 | 32.1 | 8.8 | 224,836 | 48,026 | 14,278 | 18,186 | 14,699 | 62,301 | 8,152 |
| SUBURBAN TOTAL | 71.9 | .0294 | 32.6 | 9.8 | 15.8 | 20.2 | 26.0 | 25.3 | 307,248 | 73,372 | 21,789 | 16,224 | 19,242 | 104,396 | 9,386 |
| **LUBBOCK** | **222.3** | **.0905** | **28.1** | **17.5** | **18.4** | **18.0** | **19.4** | **79.0** | **1,564,373** | **325,608** | **137,553** | **183,691** | **86,107** | **444,230** | **26,342** |
| Lubbock | 222.3 | .0905 | 28.1 | 17.5 | 18.4 | 18.0 | 19.4 | 79.0 | 1,564,373 | 325,608 | 137,553 | 183,691 | 86,107 | 444,230 | 26,342 |
| • Lubbock | 183.8 | .0748 | 27.8 | 18.9 | 18.9 | 17.3 | 19.1 | 66.8 | 1,460,655 | 307,245 | 135,500 | 180,879 | 85,960 | 390,773 | 24,795 |
| SUBURBAN TOTAL | 38.5 | .0157 | 30.0 | 10.8 | 16.2 | 21.3 | 20.6 | 12.2 | 103,718 | 18,363 | 2,053 | 2,812 | 147 | 53,457 | 1,547 |
| **McALLEN - EDINBURG - MISSION** | **366.7** | **.1493** | **27.1** | **10.2** | **15.8** | **16.6** | **20.8** | **100.6** | **1,823,960** | **445,395** | **138,207** | **250,422** | **104,980** | **315,780** | **44,326** |
| Hidalgo | 366.7 | .1493 | 27.1 | 10.2 | 15.8 | 16.6 | 20.8 | 100.6 | 1,823,960 | 445,395 | 138,207 | 250,422 | 104,980 | 315,780 | 44,326 |
| • Edinburg | 32.2 | .0131 | 27.0 | 13.2 | 16.6 | 16.0 | 20.6 | 9.3 | 174,574 | 60,109 | 14,217 | 14,271 | 8,901 | 40,569 | 5,419 |
| • McAllen | 85.2 | .0347 | 28.9 | 9.4 | 17.3 | 18.1 | 21.4 | 25.6 | 984,996 | 160,423 | 78,879 | 147,052 | 76,609 | 172,682 | 22,364 |
| • Mission | 31.4 | .0128 | 29.3 | 9.8 | 14.5 | 15.6 | 26.2 | 9.1 | 129,250 | 55,213 | 7,111 | 14,197 | 4,539 | 23,107 | 3,219 |
| SUBURBAN TOTAL | 217.9 | .0887 | 26.0 | 10.0 | 15.3 | 16.3 | 19.9 | 56.6 | 535,140 | 169,650 | 38,000 | 74,902 | 14,931 | 79,422 | 13,324 |
| **MIDLAND** | **116.1** | **.0472** | **30.8** | **11.1** | **19.1** | **20.2** | **21.9** | **42.4** | **1,104,330** | **234,022** | **86,156** | **182,804** | **64,268** | **186,013** | **21,476** |
| Midland | 116.1 | .0472 | 30.8 | 11.1 | 19.1 | 20.2 | 21.9 | 42.4 | 1,104,330 | 234,022 | 86,156 | 182,804 | 64,268 | 186,013 | 21,476 |
| • Midland | 103.0 | .0419 | 31.0 | 11.0 | 19.2 | 19.8 | 22.6 | 38.0 | 1,033,110 | 226,155 | 84,094 | 179,910 | 63,184 | 168,883 | 21,135 |
| SUBURBAN TOTAL | 13.1 | .0053 | 29.5 | 12.0 | 17.8 | 23.7 | 16.6 | 4.4 | 71,220 | 7,867 | 2,062 | 2,894 | 1,084 | 17,130 | 341 |
| **ODESSA** | **134.3** | **.0547** | **29.5** | **12.6** | **19.0** | **19.6** | **20.0** | **48.6** | **1,383,514** | **276,920** | **138,348** | **182,298** | **86,295** | **340,822** | **24,624** |
| Ector | 134.3 | .0547 | 29.5 | 12.6 | 19.0 | 19.6 | 20.0 | 48.6 | 1,383,514 | 276,920 | 138,348 | 182,298 | 86,295 | 340,822 | 24,624 |
| • Odessa | 104.8 | .0427 | 29.8 | 12.5 | 19.2 | 19.4 | 20.7 | 38.5 | 1,280,729 | 263,211 | 121,597 | 179,853 | 82,896 | 338,092 | 23,556 |
| SUBURBAN TOTAL | 29.5 | .0120 | 28.5 | 12.6 | ~~18.2~~ | 20.4 | 17.7 | 10.1 | 102,785 | 13,709 | 16,751 | 2,445 | 3,399 | 2,730 | 1,068 |
| **SAN ANGELO** | **98.1** | **.0399** | **31.8** | **13.6** | **16.8** | **18.3** | **26.4** | **35.7** | **813,259** | **171,366** | **74,724** | **108,981** | **54,018** | **169,174** | **18,143** |
| Tom Green | 98.1 | .0399 | 31.8 | 13.6 | 16.8 | 18.3 | 26.4 | 35.7 | 813,259 | 171,366 | 74,724 | 108,981 | 54,018 | 169,174 | 18,143 |
| • San Angelo | 86.5 | .0352 | 31.3 | 14.3 | 17.0 | 17.7 | 26.0 | 31.7 | 793,603 | 168,246 | 73,570 | 108,487 | 53,786 | 167,187 | 18,053 |
| SUBURBAN TOTAL | 11.6 | .0047 | 36.0 | 8.2 | 15.1 | 23.3 | 28.4 | 4.0 | 19,656 | 3,120 | 1,154 | 494 | 232 | 1,987 | 90 |
| **SAN ANTONIO** | **1,271.5** | **.5176** | **30.1** | **11.8** | **17.8** | **19.1** | **22.1** | **430.3** | **7,172,213** | **1,892,642** | **782,746** | **789,981** | **379,479** | **1,410,351** | **134,165** |
| Bexar | 1,161.6 | .4729 | 29.7 | 12.0 | 18.0 | 19.0 | 21.5 | 391.2 | 6,765,981 | 1,782,254 | 748,798 | 767,669 | 362,481 | 1,315,638 | 123,898 |
| • San Antonio | 958.6 | .3903 | 29.9 | 11.7 | 17.5 | 18.1 | 23.0 | 326.1 | 6,106,777 | 1,608,330 | 681,703 | 689,767 | 315,638 | 1,233,462 | 113,360 |
| Comal | 50.7 | .0206 | 36.5 | 8.2 | 14.9 | 20.5 | 31.5 | 18.5 | 215,048 | 61,326 | 20,562 | 13,496 | 6,738 | 48,907 | 4,606 |
| Guadalupe | 59.2 | .0241 | 32.8 | 10.7 | 15.4 | 21.0 | 25.6 | 20.6 | 191,184 | 49,062 | 13,386 | 8,816 | 10,260 | 45,806 | 5,661 |
| SUBURBAN TOTAL | 312.9 | .1273 | 30.6 | 12.0 | 18.7 | 22.2 | 19.6 | 104.2 | 1,065,436 | 284,312 | 101,043 | 100,214 | 63,841 | 176,889 | 20,805 |
| **SHERMAN - DENISON** | **98.0** | **.0399** | **35.4** | **10.1** | **15.5** | **19.4** | **31.1** | **37.7** | **601,954** | **118,224** | **49,951** | **84,713** | **25,363** | **135,120** | **21,477** |

San Antonio Light

REACHES OVER HALF THE
SAN ANTONIO NEWSPAPER MARKET
AVERAGE ISSUE ADULT READERSHIP

DAILY
370,000
adult readers
53.3%

SUNDAY
533,300
adult readers
59.2%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: 1987 Scarborough

## TEXAS (cont.)

POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group |  |  |  | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over |  |  |  |  |  |  |  |  |
| Grayson | 98.0 | .0399 | 35.4 | 10.1 | 15.5 | 19.4 | 31.1 | 37.7 | 601,954 | 118,224 | 49,951 | 84,713 | 25,363 | 135,120 | 21,477 |
| • Denison | 24.8 | .0101 | 34.9 | 9.8 | 16.1 | 18.3 | 31.5 | 9.8 | 189,677 | 40,814 | 16,381 | 19,280 | 4,102 | 46,376 | 11,489 |
| • Sherman | 32.5 | .0132 | 33.4 | 12.5 | 16.9 | 17.8 | 29.5 | 12.7 | 331,197 | 56,299 | 28,811 | 61,113 | 19,169 | 65,595 | 6,825 |
| SUBURBAN TOTAL | 40.7 | .0166 | 37.2 | 8.3 | 14.1 | 21.3 | 32.2 | 15.2 | 81,080 | 21,111 | 4,759 | 4,320 | 2,092 | 23,149 | 3,163 |
| **TEXARKANA** | **121.4** | **.0494** | **33.4** | **9.0** | **16.2** | **18.6** | **28.8** | **44.6** | **802,956** | **171,597** | **61,540** | **115,828** | **37,718** | **150,332** | **25,052** |
| Bowie | 82.3 | .0335 | 33.7 | 9.0 | 16.3 | 19.1 | 28.8 | 30.4 | 609,903 | 100,809 | 43,919 | 105,521 | 28,695 | 141,434 | 16,155 |
| • Texarkana | 33.9 | .0138 | 33.8 | 9.6 | 16.3 | 15.8 | 32.2 | 13.2 | 462,162 | 65,127 | 31,764 | 91,324 | 25,358 | 117,962 | 11,968 |
| *Miller, Ark.* | *39.1* | *.0159* | *32.8* | *9.1* | *16.0* | *17.8* | *28.7* | *14.2* | *193,053* | *70,788* | *17,621* | *10,307* | *9,023* | *8,898* | *8,897* |
| *• Texarkana* | *22.6* | *.0092* | *34.2* | *9.2* | *15.6* | *16.6* | *32.2* | *8.6* | *186,383* | *70,193* | *16,515* | *10,269* | *8,913* | *8,709* | *8,874* |
| SUBURBAN TOTAL | 64.9 | .0264 | 32.9 | 8.6 | 16.3 | 20.8 | 25.8 | 22.8 | 154,411 | 36,277 | 13,261 | 14,235 | 3,447 | 23,661 | 4,210 |
| **TYLER** | **156.1** | **.0635** | **32.8** | **10.5** | **16.6** | **19.4** | **27.0** | **57.0** | **1,033,324** | **212,402** | **71,401** | **168,080** | **42,787** | **247,457** | **34,097** |
| Smith | 156.1 | .0635 | 32.8 | 10.5 | 16.6 | 19.4 | 27.0 | 57.0 | 1,033,324 | 212,402 | 71,401 | 168,080 | 42,787 | 247,457 | 34,097 |
| • Tyler | 77.5 | .0316 | 32.3 | 11.8 | 17.1 | 18.2 | 27.2 | 29.3 | 912,472 | 183,007 | 63,351 | 162,963 | 39,797 | 229,429 | 29,045 |
| SUBURBAN TOTAL | 78.6 | .0319 | 33.4 | 9.2 | 16.3 | 20.6 | 26.8 | 27.7 | 120,852 | 29,395 | 8,050 | 5,117 | 2,990 | 18,028 | 5,052 |
| **VICTORIA** | **77.1** | **.0314** | **29.9** | **11.2** | **18.2** | **19.5** | **21.3** | **26.2** | **590,716** | **132,898** | **43,620** | **81,443** | **26,509** | **117,888** | **10,306** |
| Victoria | 77.1 | .0314 | 29.9 | 11.2 | 18.2 | 19.5 | 21.3 | 26.2 | 590,716 | 132,898 | 43,620 | 81,443 | 26,509 | 117,888 | 10,306 |
| • Victoria | 57.5 | .0234 | 29.8 | 11.8 | 18.4 | 18.8 | 21.6 | 19.9 | 582,871 | 131,807 | 39,917 | 81,395 | 26,493 | 117,878 | 10,306 |
| SUBURBAN TOTAL | 19.6 | .0080 | 30.3 | 9.5 | 17.7 | 21.5 | 20.2 | 6.3 | 7,845 | 1,091 | 3,703 | 48 | 16 | 10 |  |
| **WACO** | **190.7** | **.0777** | **32.3** | **14.4** | **15.1** | **17.5** | **28.5** | **69.5** | **1,157,841** | **263,290** | **102,183** | **178,229** | **48,378** | **236,851** | **25,076** |
| McLennan | 190.7 | .0777 | 32.3 | 14.4 | 15.1 | 17.5 | 28.5 | 69.5 | 1,157,841 | 263,290 | 102,183 | 178,229 | 48,378 | 236,851 | 25,076 |
| • Waco | 107.5 | .0438 | 31.3 | 18.0 | 15.1 | 14.5 | 29.9 | 40.4 | 908,943 | 174,560 | 87,329 | 165,572 | 39,026 | 180,936 | 19,600 |
| SUBURBAN TOTAL | 83.2 | .0339 | 33.6 | 9.7 | 15.5 | 21.3 | 26.6 | 29.1 | 248,898 | 88,730 | 14,854 | 12,657 | 9,352 | 55,915 | 5,476 |
| **WICHITA FALLS** | **127.8** | **.0520** | **31.6** | **14.0** | **17.1** | **19.2** | **25.1** | **46.5** | **978,265** | **186,673** | **94,123** | **151,130** | **56,232** | **217,466** | **24,009** |
| Wichita | 127.8 | .0520 | 31.6 | 14.0 | 17.1 | 19.2 | 25.1 | 46.5 | 978,265 | 186,673 | 94,123 | 151,130 | 56,232 | 217,466 | 24,009 |
| • Wichita Falls | 100.4 | .0409 | 31.0 | 15.1 | 17.9 | 18.0 | 24.9 | 36.7 | 864,498 | 158,750 | 87,317 | 134,200 | 54,878 | 174,072 | 21,425 |
| SUBURBAN TOTAL | 27.4 | .0111 | 34.3 | 9.9 | 14.6 | 23.5 | 25.4 | 9.8 | 113,767 | 27,923 | 6,806 | 16,930 | 1,354 | 43,394 | 2,584 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Anderson | 49.4 | .0201 | 32.1 | 14.3 | 19.1 | 16.0 | 28.5 | 14.7 | 259,646 | 67,620 | 16,406 | 14,150 | 9,756 | 59,257 | 8,981 |
| Andrews | 16.3 | .0066 | 29.5 | 11.3 | 16.1 | 19.9 | 21.3 | 5.3 | 79,646 | 22,507 | 6,216 | 3,487 | 822 | 26,583 | 3,484 |
| Angelina | 72.7 | .0296 | 31.6 | 10.1 | 16.4 | 19.3 | 25.1 | 25.0 | 438,835 | 114,181 | 30,118 | 58,148 | 21,377 | 83,279 | 17,170 |
| Aransas | 18.6 | .0076 | 37.3 | 8.1 | 13.0 | 18.3 | 34.7 | 6.8 | 91,378 | 33,809 | 10,728 | 2,311 | 4,331 | 6,940 | 1,417 |
| Archer | 8.4 | .0034 | 34.9 | 9.0 | 14.9 | 20.5 | 29.4 | 3.0 | 25,213 | 7,892 | 740 | 959 | 137 | 10,409 | 728 |
| Armstrong | 2.1 | .0009 | 40.4 | 6.5 | 12.7 | 20.1 | 37.6 | .8 | 13,621 | 2,914 | 929 |  | 204 | 4,384 | 223 |
| Atascosa | 30.6 | .0124 | 31.5 | 9.1 | 14.6 | 18.7 | 26.2 | 10.1 | 96,487 | 34,518 | 5,335 | 4,995 | 1,510 | 14,877 | 2,354 |
| Austin | 21.4 | .0088 | 37.1 | 7.9 | 14.0 | 18.4 | 34.4 | 7.7 | 122,254 | 29,157 | 7,741 | 10,966 | 2,577 | 33,934 | 5,601 |
| Bailey | 8.1 | .0033 | 31.6 | 9.8 | 13.5 | 19.4 | 26.0 | 2.7 | 27,978 | 4,999 | 2,356 | 1,130 | 818 | 10,747 | 507 |
| Bandera | 9.6 | .0039 | 42.1 | 6.4 | 12.1 | 19.8 | 39.7 | 3.7 | 28,080 | 12,374 | 1,480 | 474 | 697 | 6,329 | 687 |
| Bastrop | 37.1 | .0151 | 34.8 | 9.0 | 14.9 | 17.8 | 32.0 | 13.2 | 126,966 | 47,133 | 12,743 | 8,295 | 2,580 | 26,329 | 3,228 |
| Baylor | 4.7 | .0019 | 43.7 | 6.6 | 11.9 | 17.5 | 43.0 | 1.8 | 43,590 | 9,497 | 2,094 | 1,164 | 252 | 12,959 | 1,070 |
| Bee | 27.0 | .0110 | 29.1 | 12.5 | 16.8 | 17.7 | 22.4 | 8.7 | 133,240 | 38,474 | 9,519 | 10,747 | 5,798 | 25,110 | 4,904 |
| Blanco | 6.0 | .0024 | 41.0 | 7.2 | 12.3 | 18.4 | 39.7 | 2.5 | 18,452 | 6,067 | 3,882 |  | 324 | 663 | 92 |
| Borden | .9 | .0004 | 34.7 | 7.8 | 13.4 | 21.1 | 28.4 | .3 | 143 | 50 |  |  |  |  |  |
| Bosque | 14.8 | .0060 | 45.4 | 6.5 | 11.5 | 16.2 | 45.9 | 6.1 | 57,364 | 13,953 | 2,668 | 2,368 | 2,135 | 13,110 | 2,441 |
| Brewster | 7.9 | .0032 | 30.4 | 16.8 | 16.1 | 16.6 | 25.9 | 2.9 | 40,126 | 13,666 | 2,565 | 3,585 | 436 | 9,531 | 2,175 |
| Briscoe | 2.2 | .0009 | 36.0 | 7.9 | 14.1 | 17.3 | 34.0 | 1.0 | 6,592 | 2,915 | 276 |  | 93 | 1,508 | 249 |
| Brooks | 9.0 | .0037 | 31.6 | 9.9 | 13.7 | 18.1 | 27.3 | 2.7 | 40,799 | 13,887 | 3,317 | 1,205 | 1,248 | 10,159 | 979 |
| Brown | 36.6 | .0149 | 35.2 | 10.0 | 14.6 | 17.6 | 32.6 | 13.9 | 219,314 | 58,453 | 18,908 | 24,557 | 9,103 | 37,595 | 8,976 |
| Burleson | 15.2 | .0062 | 37.4 | 8.9 | 12.9 | 17.1 | 35.6 | 5.3 | 75,051 | 21,748 | 4,105 | 2,876 | 1,617 | 25,288 | 1,281 |
| Burnet | 25.6 | .0104 | 42.8 | 6.5 | 12.0 | 16.9 | 42.5 | 10.3 | 168,227 | 32,738 | 11,812 | 34,303 | 9,464 | 22,556 | 3,767 |
| Caldwell | 28.7 | .0117 | 31.0 | 13.0 | 14.4 | 15.9 | 28.3 | 9.3 | 100,309 | 28,919 | 8,845 | 9,841 | 3,845 | 25,018 | 2,378 |
| Calhoun | 21.8 | .0089 | 30.9 | 10.6 | 15.6 | 20.8 | 22.9 | 7.5 | 109,974 | 34,774 | 7,759 | 8,477 | 3,245 | 17,343 | 3,495 |
| Callahan | 13.2 | .0053 | 39.0 | 7.4 | 13.1 | 20.4 | 35.3 | 4.8 | 33,479 | 14,017 | 2,258 | 758 | 264 | 9,600 | 1,054 |
| Camp | 10.4 | .0043 | 35.3 | 8.5 | 14.8 | 16.9 | 33.4 | 4.0 | 45,449 | 7,582 | 3,762 | 890 | 2,664 | 14,210 | 1,964 |
| Carson | 6.8 | .0027 | 35.2 | 8.0 | 14.5 | 20.5 | 29.8 | 2.4 | 18,799 | 8,218 | 1,273 |  | 148 | 3,685 | 330 |
| Cass | 31.7 | .0129 | 35.2 | 8.5 | 14.1 | 19.0 | 31.3 | 11.2 | 96,649 | 35,430 | 4,699 | 13,869 | 3,711 | 14,783 | 3,916 |
| Castro | 10.3 | .0042 | 27.6 | 9.0 | 15.6 | 19.0 | 19.4 | 3.3 | 30,656 | 10,892 | 1,469 | 562 | 379 | 7,445 | 494 |
| Chambers | 22.5 | .0092 | 30.2 | 10.1 | 18.5 | 20.5 | 20.6 | 7.7 | 66,961 | 21,218 | 2,129 | 1,683 | 1,105 | 19,094 | 2,747 |
| Cherokee | 43.0 | .0175 | 36.6 | 9.0 | 13.9 | 18.4 | 33.8 | 15.4 | 176,932 | 36,214 | 9,795 | 19,947 | 3,200 | 47,163 | 4,853 |
| Childress | 6.5 | .0026 | 40.8 | 7.5 | 12.2 | 17.6 | 39.4 | 2.5 | 32,474 | 14,370 | 3,374 | 1,211 | 425 | 6,181 | 1,096 |
| Clay | 10.3 | .0042 | 38.6 | 8.3 | 13.0 | 20.8 | 34.5 | 4.1 | 54,031 | 10,778 | 3,221 | 2,108 | 1,228 | 9,480 | 2,185 |
| Cochran | 5.0 | .0021 | 30.1 | 9.5 | 13.3 | 19.4 | 24.1 | 1.6 | 15,832 | 2,655 | 279 | 191 | 577 | 7,573 | 192 |
| Coke | 3.3 | .0013 | 45.5 | 6.8 | 10.2 | 18.0 | 44.4 | 1.3 | 14,254 | 4,091 | 341 | 104 | 129 | 7,919 |  |
| Coleman | 10.3 | .0042 | 43.9 | 7.1 | 11.0 | 15.7 | 44.2 | 4.2 | 37,248 | 14,320 | 1,648 | 1,426 | 363 | 6,923 | 1,584 |
| Collingsworth | 4.3 | .0018 | 38.7 | 7.8 | 12.4 | 16.1 | 38.1 | 1.7 | 19,530 | 5,137 | 686 | 687 | 489 | 6,523 | 545 |
| Colorado | 19.9 | .0081 | 37.3 | 8.9 | 13.6 | 17.9 | 35.0 | 7.3 | 115,234 | 34,117 | 8,278 | 2,843 | 3,486 | 28,205 | 5,204 |
| Comanche | 13.0 | .0053 | 42.2 | 6.6 | 12.0 | 18.1 | 41.2 | 4.9 | 51,219 | 15,856 | 2,130 | 4,459 | 973 | 13,138 | 1,635 |
| Concho | 2.9 | .0012 | 40.5 | 6.6 | 13.0 | 15.4 | 40.9 | 1.1 | 13,211 | 2,301 | 163 | 305 | 45 | 6,813 | 160 |
| Cooke | 30.9 | .0126 | 33.7 | 10.3 | 15.4 | 17.9 | 30.1 | 11.3 | 162,384 | 40,265 | 11,699 | 18,580 | 4,932 | 31,412 | 4,369 |
| Cottle | 2.5 | .0010 | 40.8 | 7.2 | 11.9 | 17.4 | 39.9 | 1.0 | 13,536 | 4,027 | 699 | 474 | 173 | 4,067 | 302 |
| Crane | 4.8 | .0020 | 29.7 | 10.5 | 15.4 | 19.2 | 22.7 | 1.7 | 37,466 | 16,598 | 1,446 | 971 | 476 | 12,206 | 1,771 |
| Crockett | 4.6 | .0018 | 30.4 | 9.8 | 16.2 | 20.4 | 22.1 | 1.6 | 44,515 | 10,466 | 1,036 | 567 | 797 | 9,909 | 1,156 |
| Crosby | 8.3 | .0034 | 32.6 | 9.5 | 11.7 | 19.2 | 28.1 | 2.8 | 19,544 | 8,709 | 259 | 899 | 398 | 5,472 | 366 |
| Culberson | 3.4 | .0014 | 27.2 | 10.4 | 15.0 | 19.7 | 18.6 | 1.0 | 48,648 | 7,839 | 3,529 | 253 | 859 | 9,192 | 638 |
| Dallam | 6.7 | .0027 | 32.0 | 9.2 | 15.4 | 18.9 | 26.5 | 2.5 | 28,833 | 5,182 | 3,221 | 1,447 | 62 | 9,081 | 266 |
| Dawson | 16.0 | .0065 | 32.1 | 9.1 | 14.5 | 18.1 | 27.7 | 5.4 | 88,627 | 26,605 | 6,364 | 5,905 | 3,122 | 22,164 | 5,107 |
| Deaf Smith | 20.4 | .0084 | 28.2 | 9.4 | 16.1 | 18.9 | 20.2 | 6.4 | 78,580 | 28,884 | 5,173 | 3,367 | 2,758 | 18,943 | 1,800 |
| Delta | 4.7 | .0019 | 44.2 | 6.2 | 10.2 | 16.2 | 45.4 | 1.7 | 9,658 | 3,789 | 242 | 105 | 195 | 2,906 | 97 |

# METRO & COUNTY TOTALS

| **TEXAS** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA** **County** City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| De Witt | 19.7 | .0081 | 39.3 | 8.0 | 13.0 | 15.8 | 38.7 | 7.2 | 111,934 | 28,052 | 7,185 | 10,013 | 2,901 | 27,820 | 5,770 |
| Dickens | 3.2 | .0013 | 40.9 | 7.0 | 11.1 | 16.8 | 40.4 | 1.3 | 15,220 | 6,587 | 742 | 467 | | 3,120 | 578 |
| Dimmit | 12.0 | .0049 | 27.5 | 10.0 | 15.5 | 15.9 | 22.5 | 3.4 | 30,544 | 14,239 | 1,154 | 4,720 | 278 | 2,047 | 362 |
| Donley | 4.1 | .0016 | 41.7 | 9.3 | 11.3 | 17.0 | 41.7 | 1.6 | 34,172 | 7,475 | 1,282 | 3,492 | 1,121 | 14,937 | 1,753 |
| Duval | 13.3 | .0054 | 31.3 | 9.5 | 13.2 | 16.7 | 28.5 | 4.1 | 36,988 | 15,430 | 2,887 | 1,809 | 832 | 6,553 | 634 |
| Eastland | 19.8 | .0081 | 41.4 | 10.2 | 12.0 | 16.0 | 41.2 | 7.9 | 105,597 | 34,338 | 8,183 | 2,571 | 1,991 | 25,623 | 4,282 |
| Edwards | 1.9 | .0007 | 33.7 | 6.4 | 13.2 | 19.6 | 28.7 | .7 | 7,982 | 2,881 | 484 | 167 | | 119 | 162 |
| Erath | 25.1 | .0102 | 35.5 | 14.4 | 13.9 | 16.2 | 34.3 | 10.0 | 124,944 | 29,694 | 11,712 | 10,384 | 2,309 | 34,845 | 4,381 |
| Falls | 18.2 | .0074 | 41.4 | 8.1 | 11.8 | 15.5 | 41.2 | 7.2 | 58,315 | 20,066 | 1,971 | 7,573 | 1,187 | 6,233 | 4,783 |
| Fannin | 24.8 | .0101 | 41.5 | 7.4 | 12.0 | 17.2 | 40.5 | 9.9 | 96,056 | 24,600 | 3,967 | 5,914 | 2,217 | 37,916 | 5,007 |
| Fayette | 20.6 | .0084 | 43.3 | 7.8 | 12.4 | 15.6 | 43.5 | 8.2 | 147,036 | 34,060 | 20,056 | 9,128 | 3,571 | 26,195 | 4,376 |
| Fisher | 5.6 | .0023 | 39.9 | 6.7 | 11.7 | 17.7 | 38.7 | 2.1 | 14,104 | 4,094 | 1,340 | 667 | 542 | 4,040 | 1,146 |
| Floyd | 9.0 | .0037 | 33.6 | 8.4 | 12.5 | 18.6 | 29.7 | 3.0 | 28,950 | 5,571 | 1,522 | 1,148 | 128 | 11,143 | 1,048 |
| Foard | 2.0 | .0008 | 43.7 | 6.5 | 11.7 | 16.6 | 43.2 | .9 | 7,007 | 2,574 | 281 | | | 2,704 | 134 |
| Franklin | 8.0 | .0032 | 38.8 | 7.4 | 13.7 | 18.1 | 36.7 | 3.1 | 29,187 | 9,834 | 969 | 532 | 1,602 | 5,589 | 1,724 |
| Freestone | 17.6 | .0072 | 37.6 | 8.1 | 13.5 | 16.0 | 36.8 | 6.4 | 54,571 | 19,148 | 5,114 | 2,402 | 1,186 | 10,828 | 1,452 |
| Frio | 14.8 | .0060 | 27.8 | 9.7 | 14.7 | 16.8 | 22.6 | 4.3 | 34,947 | 13,499 | 2,709 | 1,016 | 764 | 6,414 | 1,141 |
| Gaines | 14.9 | .0061 | 29.2 | 10.1 | 15.0 | 19.8 | 21.5 | 4.7 | 56,155 | 17,077 | 4,633 | 990 | 3,029 | 21,977 | 2,156 |
| Garza | 5.2 | .0021 | 33.4 | 8.9 | 13.8 | 18.8 | 29.0 | 1.8 | 21,948 | 9,597 | 1,171 | 316 | 615 | 964 | 332 |
| Gillespie | 16.2 | .0066 | 42.6 | 6.9 | 11.9 | 17.5 | 41.9 | 6.5 | 121,021 | 36,531 | 8,538 | 5,960 | 6,471 | 23,651 | 2,328 |
| Glasscock | 1.3 | .0006 | 26.1 | 9.1 | 15.9 | 18.7 | 20.3 | .4 | 1,031 | 758 | 163 | | | | |
| Goliad | 5.6 | .0022 | 35.2 | 8.6 | 13.8 | 17.8 | 32.5 | 1.9 | 22,357 | 10,817 | 1,223 | 559 | 174 | 5,172 | 852 |
| Gonzales | 17.8 | .0073 | 36.1 | 8.6 | 12.9 | 16.5 | 34.8 | 6.3 | 111,719 | 34,258 | 7,143 | 16,695 | 4,427 | 19,059 | 3,986 |
| Gray | 25.7 | .0104 | 35.7 | 9.4 | 14.7 | 19.8 | 31.2 | 10.0 | 201,144 | 62,306 | 12,913 | 22,186 | 11,607 | 35,759 | 4,276 |
| Grimes | 18.8 | .0076 | 39.6 | 8.3 | 12.9 | 15.0 | 40.0 | 5.6 | 91,792 | 14,313 | 4,397 | 15,177 | 932 | 30,547 | 1,736 |
| Hale | 37.0 | .0151 | 30.7 | 10.5 | 15.1 | 18.4 | 25.2 | 12.3 | 170,518 | 40,073 | 13,361 | 29,583 | 6,734 | 42,800 | 6,466 |
| Hall | 5.0 | .0020 | 39.8 | 5.9 | 12.4 | 17.0 | 39.2 | 1.9 | 17,040 | 8,917 | 1,158 | 1,309 | 228 | 2,008 | 758 |
| Hamilton | 8.5 | .0035 | 47.3 | 6.3 | 10.6 | 16.3 | 47.2 | 3.6 | 31,248 | 10,609 | 2,119 | 2,071 | 1,302 | 3,716 | 1,907 |
| Hansford | 6.4 | .0026 | 32.6 | 9.1 | 16.2 | 27.0 | 24.2 | 2.3 | 33,310 | 8,555 | 2,256 | 1,145 | 1,119 | 12,318 | 1,520 |
| Hardeman | 6.2 | .0025 | 40.8 | 7.0 | 11.4 | 16.6 | 40.5 | 2.4 | 19,733 | 9,828 | 2,439 | 381 | 252 | 925 | 508 |
| Hartley | 4.1 | .0016 | 34.6 | 6.5 | 15.3 | 22.3 | 27.3 | 1.3 | 20,413 | 9,949 | 291 | | 1,881 | 5,948 | |
| Haskell | 7.2 | .0030 | 42.3 | 7.0 | 11.2 | 16.1 | 41.9 | 2.7 | 35,567 | 8,212 | 1,716 | 1,834 | 795 | 13,821 | 1,630 |
| Hemphill | 5.7 | .0023 | 29.3 | 12.0 | 17.8 | 18.6 | 21.2 | 1.9 | 29,445 | 6,002 | 1,792 | | 785 | 6,158 | 1,242 |
| Henderson | 60.2 | .0245 | 39.4 | 8.2 | 12.3 | 18.8 | 27.1 | 23.4 | 174,693 | 48,972 | 8,583 | 15,583 | 2,896 | 41,020 | 9,706 |
| Hill | 27.1 | .0111 | 41 | 7.8 | 12.3 | 16.8 | 40.5 | 10.4 | 148,046 | 37,004 | 11,964 | 13,274 | 2,915 | 33,095 | 5,533 |
| Hockley | 24.8 | .0101 | 28.9 | 12.7 | 15.2 | 18.5 | 22.2 | 8.2 | 98,666 | 28,604 | 7,060 | 8,175 | 1,280 | 32,481 | 3,591 |
| Hood | 29.6 | .0120 | 37.3 | 8.7 | 15.1 | 19.2 | 33.9 | 11.4 | 123,764 | 31,049 | 10,595 | 14,579 | 1,503 | 35,613 | 2,916 |
| Hopkins | 29.6 | .0121 | 35.8 | 8.7 | 15.2 | 18.0 | 33.0 | 11.2 | 155,172 | 36,693 | 15,405 | 13,555 | 3,115 | 44,940 | 4,576 |
| Houston | 24.7 | .0100 | 35.9 | 8.4 | 18.0 | 17.6 | 33.6 | 8.5 | 92,578 | 24,124 | 4,795 | 7,436 | 3,474 | 29,705 | 3,797 |
| Howard | 35.1 | .0143 | 34.4 | 9.9 | 14.9 | 20.4 | 28.7 | 13.2 | 273,653 | 68,734 | 22,353 | 36,666 | 7,834 | 67,091 | 8,953 |
| Hudspeth | 2.8 | .0011 | 28.4 | 10.1 | 14.6 | 18.9 | 21.5 | .9 | 5,955 | 2,553 | 251 | 73 | 62 | 758 | |
| Hunt | 67.3 | .0274 | 35.2 | 11.2 | 13.9 | 20.5 | 29.9 | 25.2 | 326,180 | 96,892 | 28,008 | 29,868 | 13,032 | 55,836 | 11,254 |
| Hutchinson | 27.0 | .0110 | 34.6 | 9.7 | 15.6 | 18.2 | 30.8 | 10.1 | 168,443 | 52,362 | 13,639 | 15,945 | 5,128 | 32,792 | 7,999 |
| Irion | 1.7 | .0007 | 35.0 | 8.1 | 14.0 | 20.5 | 29.6 | .5 | 2,523 | 1,070 | | | | 50 | |
| Jack | 7.7 | .0032 | 37.8 | 8.5 | 14.2 | 17.7 | 35.7 | 2.9 | 25,196 | 7,922 | 3,396 | 1,156 | 446 | 5,804 | 739 |
| Jackson | 13.3 | .0054 | 33.9 | 9.7 | 14.3 | 18.9 | 29.6 | 4.7 | 66,792 | 21,000 | 2,907 | 2,863 | 1,461 | 24,674 | 1,694 |
| Jasper | 34.1 | .0139 | 34.0 | 8.7 | 14.2 | 19.3 | 29.3 | 12.1 | 170,915 | 45,561 | 7,050 | 18,303 | 5,114 | 35,927 | 4,583 |
| Jeff Davis | 1.8 | .0007 | 35.3 | 7.9 | 15.2 | 19.6 | 30.8 | .6 | 5,454 | 3,899 | 722 | | | | |
| Jim Hogg | 5.5 | .0023 | 30.9 | 9.1 | 14.3 | 17.6 | 26.6 | 1.8 | 42,256 | 8,834 | 1,640 | 1,761 | 1,277 | 10,064 | 1,171 |
| Jim Wells | 39.9 | .0162 | 29.7 | 10.2 | 15.8 | 18.3 | 23.3 | 12.6 | 234,658 | 68,926 | 16,213 | 16,214 | 7,709 | 58,891 | 5,806 |
| Jones | 18.2 | .0074 | 38.3 | 7.4 | 12.6 | 18.1 | 36.1 | 6.7 | 81,702 | 16,993 | 3,258 | 1,844 | 1,517 | 33,776 | 2,742 |
| Karnes | 13.4 | .0054 | 33.4 | 9.7 | 13.5 | 16.1 | 31.8 | 4.5 | 76,595 | 24,018 | 4,181 | 3,333 | 1,619 | 24,363 | 1,378 |
| Kendall | 15.3 | .0062 | 38.1 | 7.8 | 12.9 | 22.9 | 32.2 | 5.4 | 91,000 | 20,022 | 6,489 | 1,698 | 907 | 42,830 | 2,030 |
| Kenedy | .5 | .0002 | 32.6 | 13.0 | 10.0 | 18.2 | 29.4 | .2 | 2,503 | 1,060 | | 1,443 | | | |
| Kent | 1.1 | .0005 | 43.0 | 8.4 | 11.1 | 16.9 | 41.2 | .4 | 7,065 | 1,610 | 145 | 1,408 | 123 | 2,386 | |
| Kerr | 37.9 | .0154 | 43.1 | 7.7 | 12.1 | 16.8 | 42.7 | 15.0 | 202,173 | 50,648 | 16,256 | 25,949 | 7,133 | 28,684 | 6,595 |
| Kimble | 4.2 | .0017 | 40.5 | 6.8 | 11.8 | 18.8 | 38.7 | 1.6 | 37,539 | 8,347 | 3,259 | 2,234 | 525 | 9,134 | 230 |
| King | .4 | .0002 | 29.8 | 11.5 | 16.8 | 17.9 | 23.3 | .2 | 1,377 | 155 | | | | 105 | |
| Kinney | 2.7 | .0011 | 35.3 | 7.6 | 13.2 | 15.5 | 34.8 | .8 | 3,332 | 662 | 327 | 57 | 54 | 1,315 | |
| Kleberg | 32.8 | .0133 | 26.7 | 17.4 | 18.3 | 16.5 | 18.1 | 10.6 | 183,619 | 64,186 | 20,737 | 15,014 | 5,598 | 34,672 | 3,850 |
| Knox | 5.2 | .0021 | 41.7 | 7.5 | 10.9 | 16.6 | 40.9 | 1.9 | 16,818 | 8,675 | 650 | 387 | 117 | 1,077 | 1,919 |
| Lamar | 45.4 | .0185 | 36.0 | 9.1 | 13.8 | 19.0 | 32.4 | 17.0 | 259,125 | 52,273 | 22,799 | 36,755 | 11,141 | 52,489 | 8,158 |
| Lamb | 17.4 | .0071 | 33.5 | 8.6 | 13.6 | 18.0 | 29.9 | 5.9 | 60,854 | 20,262 | 3,057 | 2,148 | 1,565 | 12,572 | 3,414 |
| Lampasas | 14.6 | .0059 | 36.2 | 7.8 | 14.1 | 20.2 | 31.6 | 5.5 | 49,125 | 11,803 | 3,027 | 6,011 | 1,141 | 13,396 | 1,681 |
| La Salle | 5.7 | .0024 | 30.3 | 9.2 | 14.1 | 17.9 | 25.6 | 1.8 | 14,005 | 3,937 | 576 | 2,010 | 44 | 3,176 | 592 |
| Lavaca | 19.7 | .0080 | 41.1 | 7.7 | 12.4 | 15.7 | 41.1 | 7.4 | 101,519 | 36,605 | 3,293 | 3,222 | 4,411 | 22,238 | 4,314 |
| Lee | 13.4 | .0054 | 35.6 | 9.0 | 13.1 | 17.0 | 33.7 | 4.7 | 140,580 | 39,008 | 11,510 | 3,177 | 8,901 | 28,462 | 3,278 |
| Leon | 12.6 | .0052 | 43.1 | 6.8 | 11.4 | 16.0 | 43.1 | 5.3 | 64,087 | 15,925 | 5,986 | 1,575 | 3,644 | 10,237 | 1,851 |
| Limestone | 23.2 | .0094 | 39.6 | 8.5 | 13.2 | 16.8 | 38.7 | 8.4 | 84,993 | 27,832 | 3,919 | 7,829 | 3,525 | 15,321 | 2,465 |
| Lipscomb | 3.8 | .0016 | 33.8 | 8.0 | 15.4 | 19.9 | 28.2 | 1.3 | 13,639 | 4,753 | 1,545 | 592 | 261 | 2,147 | 197 |
| Live Oak | 10.3 | .0042 | 33.8 | 9.4 | 14.8 | 18.8 | 29.4 | 3.4 | 46,703 | 14,781 | 3,359 | 107 | 300 | 11,941 | 1,111 |
| Llano | 12.7 | .0051 | 55.7 | 4.8 | 9.2 | 14.7 | 56.4 | 5.5 | 48,328 | 13,913 | 2,890 | 1,580 | 1,734 | 11,063 | 1,404 |
| Loving | .1 | .0001 | 44.5 | 10.0 | 8.0 | 25.0 | 43.0 | .1 | 227 | 99 | | | | | |
| Lynn | 7.8 | .0032 | 32.8 | 8.9 | 12.5 | 19.4 | 27.8 | 2.5 | 16,071 | 5,651 | 799 | 531 | 164 | 6,971 | 404 |
| McCulloch | 9.0 | .0036 | 41.6 | 6.7 | 12.0 | 16.2 | 41.4 | 3.5 | 43,660 | 14,635 | 2,773 | 3,475 | 3,455 | 11,769 | 799 |
| McMullen | .8 | .0003 | 38.1 | 8.7 | 13.0 | 20.8 | 33.8 | .3 | 2,539 | 1,085 | 159 | | | 124 | |
| Madison | 12.2 | .0050 | 28.7 | 24.5 | 11.0 | 13.9 | 29.2 | 3.6 | 54,848 | 13,327 | 5,881 | 1,844 | 1,582 | 13,570 | 2,345 |
| Marion | 10.7 | .0043 | 37.7 | 8.6 | 12.5 | 17.7 | 35.6 | 4.2 | 29,119 | 5,087 | 2,175 | 1,092 | 475 | 8,591 | 2,330 |

**TEXAS** (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture Furnish Appliance ($000) | Automotive ($000) | Drug ($000) |
| Martin | 4.8 | .0020 | 33.1 | 8.0 | 13.7 | 20.1 | 27.3 | 1.6 | 19,614 | 2,239 | 645 | | 50 | 11,816 | 188 |
| Mason | 3.8 | .0015 | 43.6 | 6.1 | 12.3 | 17.2 | 43.2 | 1.6 | 12,916 | 3,605 | 1,189 | 595 | 186 | 2,457 | 303 |
| Matagorda | 44.7 | .0182 | 30.6 | 11.4 | 17.3 | 18.4 | 24.0 | 15.8 | 191,815 | 63,664 | 17,009 | 8,559 | 5,447 | 42,361 | 5,643 |
| Maverick | 39.4 | .0160 | 25.4 | 10.4 | 15.2 | 17.7 | 17.8 | 9.7 | 177,479 | 50,162 | 6,100 | 18,036 | 8,617 | 23,378 | 4,141 |
| Medina | 26.9 | .0110 | 33.4 | 8.3 | 14.4 | 18.8 | 28.9 | 9.0 | 125,149 | 29,164 | 6,224 | 5,038 | 2,254 | 63,099 | 1,979 |
| Menard | 2.4 | .0010 | 41.9 | 6.1 | 12.2 | 16.5 | 41.8 | .9 | 12,436 | 5,275 | 298 | | | 2,722 | 137 |
| Milam | 24.7 | .0101 | 36.6 | 8.1 | 13.3 | 17.3 | 34.6 | 8.8 | 76,927 | 16,506 | 3,374 | 9,416 | 2,270 | 20,123 | 2,757 |
| Mills | 4.4 | .0018 | 47.2 | 6.2 | 10.7 | 16.3 | 47.2 | 1.8 | 16,103 | 3,765 | 865 | 238 | 478 | 1,971 | 573 |
| Mitchell | 9.0 | .0037 | 36.9 | 7.8 | 13.0 | 15.8 | 36.3 | 3.3 | 48,763 | 13,441 | 3,148 | 1,071 | 1,550 | 9,838 | 3,871 |
| Montague | 18.4 | .0074 | 40.9 | 7.7 | 12.1 | 18.1 | 39.6 | 7.2 | 76,147 | 16,257 | 4,593 | 11,894 | 2,883 | 20,754 | 4,140 |
| Moore | 17.9 | .0073 | 30.0 | 9.8 | 16.7 | 20.1 | 21.5 | 6.1 | 92,988 | 25,848 | 6,402 | 7,596 | 4,337 | 21,283 | 3,053 |
| Morris | 15.0 | .0061 | 33.6 | 9.6 | 15.5 | 18.8 | 29.0 | 5.3 | 66,178 | 21,782 | 3,544 | 2,119 | 2,396 | 15,389 | 2,892 |
| Motley | 1.7 | .0007 | 44.2 | 6.2 | 12.6 | 14.2 | 44.7 | .8 | 3,999 | 1,085 | 93 | 75 | | 1,227 | 282 |
| Nacogdoches | 52.8 | .0215 | 28.9 | 21.4 | 16.2 | 15.7 | 24.4 | 18.9 | 288,144 | 68,021 | 18,841 | 17,642 | 13,844 | 70,498 | 13,904 |
| Navarro | 39.6 | .0161 | 37.5 | 8.6 | 13.8 | 17.5 | 35.5 | 15.1 | 256,862 | 60,670 | 17,18[illegible] | 15,739 | 9,087 | 62,472 | 6,627 |
| Newton | 14.0 | .0057 | 33.0 | 8.4 | 14.0 | 18.8 | 28.3 | 4.9 | 33,973 | 12,772 | 1,403 | 1,408 | 261 | 7,485 | 1,592 |
| Nolan | 17.3 | .0071 | 35.0 | 8.4 | 15.0 | 18.1 | 31.8 | 6.3 | 104,540 | 24,514 | 7,505 | 7,592 | 2,659 | 20,518 | 7,204 |
| Ochiltree | 10.1 | .0041 | 30.6 | 11.3 | 17.9 | 19.3 | 22.9 | 3.5 | 73,878 | 22,305 | 4,997 | 3,778 | 1,317 | 18,631 | 2,861 |
| Oldham | 2.4 | .0010 | 27.9 | 7.7 | 14.7 | 19.1 | 20.4 | .7 | 8,017 | 2,107 | 945 | | 112 | 221 | 333 |
| Palo Pinto | 25.8 | .0105 | 36.1 | 9.0 | 14.3 | 19.4 | 32.2 | 9.8 | 193,249 | 48,814 | 13,945 | 9,030 | 6,211 | 46,746 | 7,651 |
| Panola | 23.5 | .0096 | 35.3 | 9.4 | 14.4 | 18.9 | 31.5 | 8.3 | 91,815 | 22,185 | 5,774 | 4,861 | 1,941 | 31,411 | 3,368 |
| Parmer | 11.2 | .0046 | 29.9 | 9.1 | 15.3 | 19.8 | 22.4 | 3.3 | 22,026 | 8,068 | 1,152 | 380 | 177 | 8,304 | 313 |
| Pecos | 16.7 | .0068 | 28.4 | 10.5 | 16.0 | 19.7 | 19.7 | 5.0 | 122,090 | 41,714 | 7,750 | 7,600 | 3,967 | 19,866 | 2,334 |
| Polk | 32.9 | .0134 | 37.7 | 7.8 | 12.8 | 17.5 | 35.9 | 12.3 | 123,090 | 31,128 | 6,587 | 17,915 | 3,101 | 24,969 | 2,285 |
| Presidio | 5.4 | .0022 | 33.4 | 7.6 | 12.1 | 18.1 | 30.0 | 1.8 | 21,958 | 3,508 | 974 | 7,397 | 804 | 2,103 | 298 |
| Rains | 6.3 | .0026 | 41.0 | 7.6 | 12.0 | 18.7 | 39.4 | 2.6 | 17,484 | 8,232 | 347 | | 2,824 | 1,070 | 574 |
| Reagan | 5.1 | .0021 | 26.9 | 11.2 | 18.7 | 17.0 | 17.9 | 1.5 | 28,621 | 6,454 | 1,572 | 1,199 | | 11,569 | 416 |
| Real | 2.8 | .0011 | 38.3 | 7.0 | 11.1 | 20.0 | 35.0 | 1.0 | 6,853 | 2,819 | 567 | | | 706 | 307 |
| Red River | 16.0 | .0066 | 38.7 | 7.5 | 12.8 | 16.7 | 37.8 | 6.1 | 85,514 | 17,118 | 3,167 | 14,011 | 1,135 | 6,615 | 1,859 |
| Reeves | 15.5 | .0063 | 28.1 | 10.2 | 15.5 | 18.5 | 20.8 | 4.8 | 84,861 | 29,453 | 4,710 | 6,531 | 2,065 | 23,718 | 2,933 |
| Refugio | 9.0 | .0036 | 33.8 | 9.7 | 13.6 | 18.7 | 29.6 | 3.1 | 61,882 | 18,852 | 5,582 | 1,371 | 403 | 15,755 | 1,695 |
| Roberts | 1.2 | .0005 | 33.6 | 6.7 | 15.3 | 21.2 | 26.7 | .4 | 4,491 | 2,121 | 163 | | 603 | | |
| Robertson | 15.5 | .0063 | 38.4 | 7.9 | 11.8 | 14.9 | 38.7 | 6.0 | 72,012 | 20,298 | 3,123 | 10,225 | 637 | 21,947 | 2,444 |
| Runnels | 12.1 | .0049 | 39.3 | 7.7 | 11.8 | 16.7 | 38.5 | 4.7 | 64,601 | 21,344 | 4,251 | 4,329 | 1,066 | 16,845 | 1,706 |
| Rusk | 45.6 | .0186 | 35.8 | 8.6 | 14.7 | 17.6 | 33.5 | 16.4 | 174,197 | 37,703 | 12,081 | 24,172 | 9,871 | 44,300 | 6,585 |
| Sabine | 10.6 | .0043 | 41.1 | 8.1 | 10.9 | 17.3 | 40.2 | 4.3 | 30,621 | 8,083 | 1,023 | 1,228 | 1,556 | 7,153 | 1,448 |
| San Augustine | 8.7 | .0036 | 39.2 | 7.7 | 11.4 | 17.9 | 37.5 | 3.3 | 28,601 | 5,918 | 1,240 | 832 | 1,636 | 10,255 | 1,498 |
| San Jacinto | 15.4 | .0062 | 35.0 | 7.6 | 13.3 | 20.3 | 31.1 | 5.7 | 16,465 | 7,170 | 1,048 | 120 | 132 | 3,890 | 411 |
| San Saba | 5.6 | .0022 | 42.0 | 5.8 | 12.2 | 16.1 | 42.0 | 2.4 | 19,003 | 6,083 | 485 | 426 | 433 | 6,776 | 260 |
| Schleicher | 2.9 | .0012 | 32.9 | 9.7 | 15.3 | 19.0 | 27.8 | 1.0 | 7,402 | 3,858 | 373 | 727 | | 1,975 | |
| Scurry | 19.5 | .0080 | 32.3 | 10.8 | 15.1 | 18.7 | 27.6 | 7.0 | 96,682 | 26,959 | 9,878 | 8,090 | 3,978 | 24,021 | 4,587 |
| Shackelford | 4.0 | .0016 | 36.9 | 8.5 | 14.0 | 17.2 | 35.2 | 1.5 | 13,818 | 5,206 | 932 | 221 | 204 | 3,503 | 468 |
| Shelby | 24.7 | .0101 | 37.7 | 8.3 | 12.9 | 18.1 | 35.4 | 9.3 | 111,142 | 31,502 | 3,570 | 14,614 | 4,963 | 19,136 | 6,053 |
| Sherman | 3.0 | .0012 | 34.6 | 8.3 | 15.0 | 21.9 | 27.5 | 1.1 | 8,956 | 683 | 346 | 120 | 165 | 4,909 | 128 |
| Somervell | 5.0 | .0021 | 32.3 | 10.2 | 17.5 | 17.7 | 27.9 | 2.0 | 10,507 | 6,408 | 1,184 | 331 | 166 | 947 | 202 |
| Starr | 36.9 | .0150 | 25.9 | 10.0 | 13.6 | 17.9 | 19.8 | 9.5 | 98,183 | 42,201 | 4,034 | 5,191 | 5,939 | 14,980 | 1,014 |
| Stephens | 10.6 | .0043 | 37.0 | 8.5 | 14.2 | 18.2 | 34.4 | 4.3 | 65,179 | 18,296 | 4,804 | 1,774 | 1,203 | 17,939 | 6,966 |
| Sterling | 1.6 | .0007 | 32.4 | 9.3 | 15.1 | 17.4 | 28.6 | .4 | 3,955 | 2,477 | | | | | |
| Stonewall | 2.2 | .0008 | 41.8 | 7.4 | 11.7 | 18.1 | 40.2 | 1.0 | 8,477 | 2,979 | 1,888 | | 56 | 1,163 | 657 |
| Sutton | 5.7 | .0024 | 29.5 | 10.0 | 19.3 | 20.1 | 19.3 | 1.7 | 28,253 | 8,215 | 3,619 | 893 | 341 | 8,765 | 318 |
| Swisher | 9.3 | .0038 | 33.4 | 8.7 | 13.1 | 19.3 | 28.6 | 3.3 | 38,331 | 14,085 | 2,133 | 1,269 | 272 | 7,504 | 4,053 |
| Terrell | 1.4 | .0006 | 34.0 | 7.1 | 16.0 | 20.3 | 28.1 | .6 | 7,247 | 350 | 390 | 597 | 67 | 3,828 | |
| Terry | 14.8 | .0060 | 31.0 | 9.7 | 14.0 | 19.3 | 25.1 | 5.1 | 68,347 | 19,176 | 3,919 | 4,820 | 1,514 | 20,657 | 4,611 |
| Throckmorton | 2.0 | .0008 | 43.6 | 6.3 | 10.7 | 19.0 | 43.1 | .9 | 8,681 | 2,354 | 370 | | | 3,171 | 237 |
| Titus | 24.5 | .0100 | 34.3 | 9.4 | 14.9 | 17.8 | 31.1 | 8.9 | 173,216 | 33,613 | 12,808 | 18,843 | 6,127 | 37,540 | 10,529 |
| Trinity | 11.7 | .0047 | 41.0 | 7.1 | 11.6 | 17.6 | 40.0 | 4.6 | 40,934 | 14,272 | 1,600 | 1,293 | 372 | 12,032 | 1,083 |
| Tyler | 20.9 | .0085 | 38.2 | 7.5 | 11.9 | 18.6 | 35.7 | 7.7 | 65,934 | 21,080 | 2,297 | 10,911 | 1,119 | 17,931 | 3,266 |
| Upshur | 33.4 | .0136 | 34.5 | 8.7 | 14.8 | 19.1 | 30.2 | 11.9 | 99,281 | 18,683 | 6,126 | 8,247 | 1,209 | 27,762 | 4,979 |
| Upton | 5.1 | .0021 | 29.5 | 11.0 | 15.6 | 18.5 | 22.9 | 1.8 | 20,557 | 10,977 | 1,210 | 1,418 | 195 | 573 | 389 |
| Uvalde | 24.6 | .0100 | 30.5 | 10.3 | 14.5 | 18.0 | 25.6 | 7.8 | 111,284 | 36,316 | 9,541 | 9,998 | 3,246 | 17,851 | 3,419 |
| Val Verde | 42.3 | .0172 | 27.3 | 11.4 | 17.0 | 18.4 | 18.5 | 12.5 | 249,921 | 71,534 | 18,217 | 16,655 | 9,311 | 66,793 | 3,281 |
| Van Zandt | 41.0 | .0167 | 39.1 | 7.2 | 12.6 | 20.1 | 36.0 | 15.2 | 110,217 | 28,707 | 4,760 | 2,988 | 1,353 | 28,463 | 9,838 |
| Walker | 54.7 | .0223 | 30.7 | 20.7 | 22.0 | 19.9 | 19.6 | 16.6 | 271,769 | 85,278 | 34,869 | 26,489 | 7,958 | 64,914 | 7,734 |
| Ward | 14.9 | .0060 | 30.2 | 10.1 | 16.3 | 19.4 | 22.8 | 4.9 | 72,444 | 25,135 | 5,861 | 6,665 | 3,339 | 14,813 | 2,137 |
| Washington | 25.2 | .0103 | 36.5 | 11.1 | 13.7 | 16.8 | 35.0 | 8.9 | 230,348 | 64,521 | 9,567 | 18,879 | 8,004 | 55,280 | 10,964 |
| Wharton | 42.4 | .0172 | 32.6 | 10.3 | 15.3 | 18.1 | 28.2 | 14.9 | 236,469 | 62,680 | 15,509 | 18,579 | 10,415 | 75,141 | 6,615 |

COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

## TEXAS (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Wheeler | 7.7 | .0032 | 37.7 | 8.2 | 13.0 | 18.6 | 35.0 | 3.0 | 46,194 | 15,258 | 4,093 | 2,257 | 1,344 | 8,891 | 1,428 |
| Wilbarger | 16.6 | .0068 | 37.9 | 8.7 | 13.7 | 16.8 | 36.7 | 6.2 | 91,798 | 29,854 | 9,887 | 11,016 | 2,946 | 16,462 | 3,475 |
| Willacy | 18.5 | .0075 | 27.8 | 10.0 | 14.6 | 16.2 | 23.3 | 4.9 | 58,549 | 21,542 | 1,851 | 2,468 | 3,531 | 16,524 | 1,640 |
| Wilson | 20.1 | .0082 | 33.0 | 8.7 | 14.9 | 19.2 | 27.8 | 6.7 | 70,945 | 27,098 | 2,289 | 4,039 | 1,120 | 20,404 | 1,154 |
| Winkler | 10.0 | .0040 | 30.8 | 10.2 | 15.2 | 19.0 | 24.6 | 3.3 | 64,334 | 12,586 | 3,194 | 4,070 | 3,604 | 20,620 | 2,456 |
| Wise | 35.6 | .0145 | 35.1 | 8.7 | 14.7 | 21.5 | 28.8 | 12.7 | 188,189 | 43,029 | 4,013 | 17,418 | 1,475 | 78,021 | 3,414 |
| Wood | 30.4 | .0124 | 39.7 | 8.8 | 12.4 | 17.9 | 38.2 | 11.4 | 120,436 | 36,529 | 6,335 | 13,009 | 2,949 | 26,381 | 4,626 |
| Yoakum | 10.3 | .0042 | 29.2 | 10.4 | 17.1 | 19.4 | 20.7 | 3.5 | 36,903 | 15,141 | 968 | 2,053 | 521 | 9,210 | 490 |
| Young | 20.3 | .0083 | 37.5 | 8.6 | 14.3 | 18.2 | 35.0 | 8.0 | 99,981 | 27,331 | 7,216 | 15,143 | 4,435 | 22,826 | 2,343 |
| Zapata | 8.6 | .0035 | 33.1 | 8.3 | 12.2 | 15.2 | 32.5 | 2.7 | 23,555 | 11,013 | 2,170 | 560 | 310 | 2,793 | 283 |
| Zavala | 12.1 | .0049 | 26.7 | 9.8 | 14.9 | 15.7 | 22.0 | 3.2 | 26,000 | 12,767 | 2,403 | 614 | 1,113 | 2,433 | 797 |
| **TOTAL METRO COUNTIES** | **13,600.3** | **5.5370** | **30.0** | **12.3** | **19.5** | **20.0** | **20.3** | **4,836.5** | **91,067,987** | **20,130,160** | **9,017,123** | **11,177,472** | **4,772,821** | **20,205,196** | **2,309,460** |
| **TOTAL STATE** | **16,888.0** | **6.8756** | **30.7** | **11.8** | **18.4** | **19.7** | **22.4** | **6,000.9** | **106,552,885** | **24,473,398** | **10,071,669** | **12,420,778** | **5,257,484** | **23,881,687** | **2,839,812** |

## TEXAS

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **ABILENE** | **1,362,925** | **20,901** | **27.0** | **27.8** | **13.8** | **10.6** | **.0528** |
| Taylor | 1,362,925 | 20,901 | 27.0 | 27.8 | 13.8 | 10.6 | .0528 |
| • Abilene | 1,238,101 | 20,941 | 27.2 | 28.1 | 13.8 | 10.5 | .0487 |
| SUBURBAN TOTAL | 124,824 | 20,500 | 24.8 | 25.5 | 13.9 | 11.7 | .0041 |
| **AMARILLO** | **2,509,236** | **25,086** | **22.4** | **28.6** | **17.3** | **14.8** | **.0834** |
| Potter | 1,154,305 | 21,078 | 26.0 | 28.9 | 14.2 | 9.5 | .0468 |
| • Amarillo | 2,072,994 | 24,085 | 23.5 | 28.6 | 16.4 | 13.7 | .0736 |
| Randall | 1,354,931 | 30,456 | 18.2 | 28.3 | 21.0 | 21.0 | .0366 |
| SUBURBAN TOTAL | 436,242 | 31,067 | 16.5 | 28.1 | 22.7 | 20.8 | .0098 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **AUSTIN** | **9,810,618** | **24,869** | **22.1** | **25.0** | **16.5** | **17.9** | **.3077** |
| Hays | 609,146 | 20,943 | 25.0 | 23.6 | 13.5 | 15.1 | .0195 |
| Travis | 7,828,857 | 24,631 | 22.6 | 24.7 | 16.0 | 18.3 | .2486 |
| • Austin | 6,420,074 | 22,958 | 23.8 | 25.5 | 15.2 | 15.6 | .2185 |
| Williamson | 1,372,605 | 28,699 | 18.3 | 25.9 | 21.2 | 17.4 | .0396 |
| SUBURBAN TOTAL | 3,390,544 | 30,352 | 18.3 | 23.7 | 19.5 | 23.1 | .0892 |
| **BEAUMONT - PORT ARTHUR** | **4,731,925** | **28,114** | **18.0** | **24.9** | **20.4** | **17.8** | **.1547** |
| Hardin | 478,147 | 27,052 | 17.3 | 28.9 | 20.7 | 12.7 | .0147 |
| Jefferson | 3,152,579 | 26,675 | 19.0 | 24.9 | 19.3 | 16.7 | .1066 |

AUSTIN HAS YOUR NUMBER.

With a circulation of more than 211,000 the Austin American-Statesman reaches 81% of the 561,900 area adults with a Sunday issue.

| | % OF TOTAL POPULATION | % OF MARKET REACHED |
|---|---|---|
| • $50,000+ household income | 23% | 89% |
| • Professionals and managers | 26% | 86% |
| • College graduates | 32% | 87% |
| • 18-34 year olds | 51% | 77% |

For full details about the Austin market contact Roy Gordon, National Advertising Manager at (512) 445-3745.

Austin American-Statesman

Represented nationally by Sawyer-Ferguson-Walker
Sources: ABC Publisher's Statement, March 1988
1988 Scarborough Market Report

ADSAT

## TEXAS (cont.)

## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over<br>A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| • Beaumont | 1,488,014 | 24,462 | 20.5 | 23.5 | 17.3 | 16.6 | .0558 |
| • Port Arthur | 697,380 | 22,828 | 19.8 | 26.1 | 16.9 | 12.4 | .0240 |
| Orange | 1,101,199 | 33,869 | 15.1 | 22.9 | 23.8 | 24.1 | .0334 |
| SUBURBAN TOTAL | 2,546,531 | 31,866 | 15.8 | 25.4 | 23.6 | 20.4 | .0749 |
| **BRAZORIA** | **2,748,806** | **35,310** | **13.6** | **24.1** | **26.0** | **24.7** | **.0798** |
| Brazoria | 2,748,806 | 35,310 | 13.6 | 24.1 | 26.0 | 24.7 | .0798 |
| SUBURBAN TOTAL | 2,748,806 | 35,310 | 13.6 | 24.1 | 26.0 | 24.7 | .0798 |
| **BROWNSVILLE - HARLINGEN** | **1,889,268** | **17,588** | **27.8** | **24.6** | **10.8** | **9.0** | **.0778** |
| Cameron | 1,889,268 | 17,588 | 27.8 | 24.6 | 10.8 | 9.0 | .0778 |
| • Brownsville | 724,015 | 17,546 | 27.1 | 24.3 | 10.8 | 9.3 | .0336 |
| • Harlingen | 463,242 | 18,155 | 28.1 | 25.2 | 11.2 | 9.2 | .0210 |
| SUBURBAN TOTAL | 702,011 | 17,278 | 28.4 | 24.4 | 10.6 | 8.5 | .0232 |
| **BRYAN - COLLEGE STATION** | **1,490,116** | **21,299** | **24.1** | **22.2** | **13.9** | **16.2** | **.0496** |
| Brazos | 1,490,116 | 21,299 | 24.1 | 22.2 | 13.9 | 16.2 | .0496 |
| • Bryan | 822,485 | 23,598 | 23.1 | 24.7 | 15.1 | 17.2 | .0279 |
| • College Station | 526,114 | 16,968 | 26.2 | 18.2 | 11.2 | 14.0 | .0182 |
| SUBURBAN TOTAL | 141,517 | 26,530 | 21.4 | 23.4 | 18.7 | 19.3 | .0035 |
| **CORPUS CHRISTI** | **3,735,417** | **22,859** | **23.4** | **26.7** | **16.7** | **12.4** | **.1338** |
| Nueces | 3,165,147 | 22,939 | 23.5 | 26.6 | 16.8 | 12.6 | .1141 |
| • Corpus Christi | 2,904,890 | 23,281 | 23.4 | 26.9 | 17.0 | 12.7 | .1048 |
| San Patricio | 570,270 | 22,441 | 22.8 | 27.0 | 16.3 | 11.5 | .0197 |
| SUBURBAN TOTAL | 830,527 | 21,515 | 23.2 | 25.9 | 15.5 | 11.7 | .0290 |
| **DALLAS** | **35,219,139** | **28,900** | **19.6** | **26.0** | **18.4** | **21.8** | **1.0952** |
| Collin | 3,347,216 | 39,515 | 12.7 | 20.3 | 21.3 | 35.7 | .0970 |
| Plano | 1,838,484 | 47,403 | 8.3 | 17.7 | 23.7 | 45.5 | .0540 |
| Dallas | 26,914,884 | 27,787 | 20.6 | 27.1 | 17.7 | 20.3 | .8585 |
| Carrollton | 991,494 | 38,932 | 12.0 | 25.3 | 25.5 | 31.5 | .0279 |
| • Dallas | 14,818,816 | 23,809 | 23.8 | 26.5 | 14.3 | 17.5 | .4880 |
| Garland | 2,468,763 | 34,905 | 14.0 | 29.1 | 26.4 | 23.4 | .0709 |
| Grand Prairie | 1,197,834 | 30,012 | 18.0 | 29.9 | 21.4 | 18.9 | .0345 |
| • Irving | 1,957,410 | 30,822 | 18.9 | 30.4 | 21.0 | 20.9 | .0627 |
| Mesquite | 1,110,161 | 33,729 | 15.0 | 29.6 | 25.6 | 21.7 | .0385 |
| Richardson | 1,459,516 | 44,351 | 10.7 | 19.8 | 24.4 | 40.0 | .0465 |
| Denton | 3,149,P23 | 33,467 | 16.5 | 23.2 | 21.6 | 25.9 | .0861 |
| • Denton | 751,318 | 22,732 | 23.2 | 23.5 | 14.0 | 17.6 | .0263 |
| Ellis | 863,537 | 26,024 | 19.6 | 25.6 | 19.1 | 15.6 | .0257 |
| Kaufman | 551,951 | 22,548 | 21.9 | 24.0 | 16.8 | 14.0 | .0177 |
| Rockwall | 391,728 | 32,507 | 14.5 | 24.7 | 20.2 | 25.7 | .0102 |
| SUBURBAN TOTAL | 17,691,595 | 34,255 | 15.3 | 25.3 | 22.3 | 26.4 | .5182 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***52,271,840*** | ***28,799*** | ***19.7*** | ***26.2*** | ***18.6*** | ***21.2*** | ***1.6270*** |
| **EL PASO** | **4,849,530** | **20,058** | **28.0** | **26.2** | **13.2** | **10.8** | **.1732** |
| El Paso | 4,849,530 | 20,058 | 28.0 | 26.2 | 13.2 | 10.8 | .1732 |
| • El Paso | 4,342,988 | 20,335 | 27.3 | 26.0 | 13.6 | 11.1 | .1578 |
| SUBURBAN TOTAL | 506,542 | 18,105 | 35.0 | 26.4 | 9.9 | 8.2 | .0154 |
| **FORT WORTH - ARLINGTON** | **17,052,701** | **28,625** | **19.7** | **26.9** | **19.1** | **19.9** | **.5318** |
| Johnson | 1,075,656 | 27,238 | 19.8 | 27.7 | 20.7 | 14.8 | .0337 |
| Parker | 686,554 | 25,273 | 20.6 | 27.0 | 18.9 | 14.0 | .0199 |
| Tarrant | 15,290,491 | 28,894 | 19.6 | 26.7 | 19.1 | 20.6 | .4782 |
| • Arlington | 3,779,726 | 32,825 | 17.1 | 26.9 | 21.2 | 24.8 | .1152 |
| • Fort Worth | 5,700,923 | 23,337 | 23.7 | 26.6 | 15.1 | 15.4 | .1950 |
| SUBURBAN TOTAL | 7,572,052 | 31,370 | 17.3 | 27.2 | 21.6 | 21.5 | .2216 |
| **GALVESTON - TEXAS CITY** | **2,705,724** | **27,061** | **20.3** | **25.2** | **20.1** | **17.1** | **.0874** |
| Galveston | 2,705,724 | 27,061 | 20.3 | 25.2 | 20.1 | 17.1 | .0874 |
| • Galveston | 724,800 | 20,126 | 25.3 | 24.0 | 14.8 | 11.5 | .0256 |
| • Texas City | 514,412 | 29,545 | 19.2 | 26.5 | 23.4 | 16.3 | .0176 |
| SUBURBAN TOTAL | 1,466,512 | 30,996 | 17.6 | 25.4 | 22.2 | 21.0 | .0442 |
| **HOUSTON** | **43,508,099** | **28,575** | **19.5** | **26.8** | **19.8** | **19.3** | **1.3850** |
| Fort Bend | 2,763,146 | 34,429 | 14.2 | 25.6 | 25.7 | 23.3 | .0733 |
| Harris | 37,783,957 | 28,193 | 20.0 | 26.7 | 19.4 | 19.3 | 1.2203 |
| • Baytown | 772,307 | 29,410 | 17.9 | 26.6 | 22.3 | 17.4 | .0263 |
| • Houston | 22,881,600 | 25,056 | 22.9 | 27.2 | 16.6 | 16.4 | .7936 |
| Pasadena | 1,474,410 | 29,486 | 18.8 | 31.0 | 21.9 | 16.9 | .0488 |
| Liberty | 605,328 | 24,425 | 18.8 | 27.1 | 18.1 | 12.8 | .0200 |
| Montgomery | 2,138,140 | 30,000 | 17.4 | 27.4 | 21.9 | 18.8 | .0607 |
| Waller | 217,528 | 22,877 | 19.7 | 26.2 | 16.1 | 13.0 | .0107 |
| SUBURBAN TOTAL | 19,854,192 | 33,513 | 15.1 | 25.9 | 24.1 | 23.4 | .5651 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***48,962,629*** | ***28,859*** | ***19.3*** | ***26.6*** | ***20.1*** | ***19.4*** | ***1.5522*** |
| **KILLEEN - TEMPLE** | **2,495,482** | **20,203** | **29.8** | **27.0** | **13.2** | **10.3** | **.0818** |
| Bell | 1,772,859 | 19,362 | 30.2 | 26.2 | 12.9 | 9.4 | .0627 |
| • Killeen | 564,093 | 17,798 | 36.9 | 25.9 | 11.6 | 6.4 | .0234 |
| • Temple | 538,423 | 20,627 | 25.1 | 26.3 | 14.3 | 10.8 | .0205 |
| Coryell | 722,623 | 22,995 | 28.5 | 30.2 | 14.0 | 13.2 | .0191 |
| SUBURBAN TOTAL | 1,392,966 | 21,674 | 27.8 | 28.0 | 13.6 | 12.4 | .0379 |
| **LAREDO** | **748,877** | **15,390** | **27.5** | **22.0** | **10.0** | **7.5** | **.0420** |
| Webb | 748,877 | 15,390 | 27.5 | 22.0 | 10.0 | 7.5 | .0420 |
| • Laredo | 672,637 | 14,809 | 28.5 | 21.8 | 9.3 | 6.5 | .0402 |
| SUBURBAN TOTAL | 76,240 | 37,000 | 8.2 | 26.4 | 24.8 | 28.3 | .0018 |
| **LONGVIEW - MARSHALL** | **1,877,626** | **23,440** | **21.2** | **27.5** | **16.6** | **12.8** | **.0690** |
| Gregg | 1,281,543 | 23,713 | 21.6 | 28.0 | 16.5 | 12.9 | .0495 |
| • Longview | 866,502 | 24,523 | 21.5 | 29.1 | 16.3 | 13.8 | .0351 |
| Harrison | 596,083 | 22,891 | 20.4 | 26.3 | 16.7 | 12.6 | .0195 |
| • Marshall | 254,487 | 20,180 | 22.3 | 24.2 | 14.2 | 11.9 | .0103 |
| SUBURBAN TOTAL | 756,637 | 23,351 | 20.6 | 26.6 | 17.7 | 12.1 | .0236 |
| **LUBBOCK** | **2,395,147** | **21,477** | **25.9** | **27.2** | **14.8** | **11.4** | **.0859** |
| Lubbock | 2,395,147 | 21,477 | 25.9 | 27.2 | 14.8 | 11.4 | .0859 |
| • Lubbock | 2,038,202 | 21,504 | 25.8 | 26.7 | 14.9 | 11.8 | .0752 |
| SUBURBAN TOTAL | 356,945 | 21,343 | 26.9 | 29.4 | 14.6 | 9.5 | .0107 |
| **McALLEN - EDINBURG - MISSION** | **2,295,199** | **15,460** | **29.9** | **22.2** | **9.3** | **6.9** | **.1013** |
| Hidalgo | 2,295,199 | 15,460 | 29.9 | 22.2 | 9.3 | 6.9 | .1013 |
| • Edinburg | 217,611 | 16,695 | 26.1 | 25.1 | 10.3 | 7.1 | .0094 |
| • McAllen | 726,886 | 19,419 | 26.7 | 25.1 | 12.5 | 11.1 | .0374 |
| • Mission | 203,958 | 15,803 | 32.1 | 22.6 | 9.2 | 6.9 | .0083 |
| SUBURBAN TOTAL | 1,146,744 | 13,993 | 31.5 | 20.3 | 7.7 | 5.0 | .0462 |
| **MIDLAND** | **1,734,604** | **29,237** | **18.9** | **27.0** | **18.1** | **22.4** | **.0579** |
| Midland | 1,734,604 | 29,237 | 18.9 | 27.0 | 18.1 | 22.4 | .0579 |
| • Midland | 1,574,378 | 29,307 | 18.8 | 26.5 | 17.9 | 22.9 | .0530 |
| SUBURBAN TOTAL | 160,226 | 28,755 | 19.5 | 32.3 | 19.4 | 18.0 | .0049 |
| **ODESSA** | **1,761,622** | **28,254** | **19.6** | **27.9** | **19.4** | **18.3** | **.0654** |
| Ector | 1,761,622 | 28,254 | 19.6 | 27.9 | 19.4 | 18.3 | .0654 |

**The Papert Companies**

**......a newspaper advertising SALES organization!**

**TEXAS** (cont.)

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over |  |  |  | Buying Power Index |
|---|---|---|---|---|---|---|---|
|  |  |  | A | B | C | D |  |
| • Odessa | 1,406,867 | 28,423 | 19.2 | 27.0 | 19.6 | 18.8 | .0554 |
| SUBURBAN TOTAL | 354,755 | 27,740 | 21.2 | 31.2 | 18.6 | 16.3 | .0100 |
| **SAN ANGELO** | **1,174,606** | **22,747** | **24.6** | **26.1** | **15.3** | **14.5** | **.0421** |
| Tom Green | 1,174,606 | 22,747 | 24.6 | 26.1 | 15.3 | 14.5 | .0421 |
| • San Angelo | 1,020,803 | 22,286 | 25.0 | 26.2 | 15.1 | 13.8 | .0384 |
| SUBURBAN TOTAL | 153,803 | 27,054 | 21.2 | 25.7 | 17.1 | 20.4 | .0037 |
| **SAN ANTONIO** | **13,630,757** | **22,879** | **23.8** | **26.8** | **15.5** | **13.9** | **.4554** |
| Bexar | 12,382,209 | 22,742 | 23.8 | 26.9 | 15.3 | 13.9 | .4191 |
| • San Antonio | 9,438,638 | 21,026 | 25.4 | 26.7 | 13.9 | 11.6 | .3440 |
| Comal | 625,998 | 24,780 | 24.4 | 26.0 | 18.1 | 15.6 | .0181 |
| Guadalupe | 622,550 | 24,096 | 21.5 | 28.1 | 17.2 | 12.8 | .0182 |
| SUBURBAN TOTAL | 4,192,119 | 30,251 | 18.6 | 27.3 | 20.6 | 21.0 | .1114 |
| **SHERMAN - DENISON** | **1,142,813** | **22,719** | **23.6** | **27.1** | **16.4** | **12.4** | **.0375** |
| Grayson | 1,142,813 | 22,719 | 23.6 | 27.1 | 16.4 | 12.4 | .0375 |
| • Denison | 282,279 | 21,737 | 22.8 | 27.3 | 15.4 | 11.1 | .0101 |
| • Sherman | 395,186 | 21,450 | 24.4 | 29.0 | 16.4 | 12.5 | .0153 |
| SUBURBAN TOTAL | 465,348 | 22,734 | 23.3 | 25.6 | 16.9 | 13.3 | .0121 |
| **TEXARKANA** | **1,236,537** | **20,577** | **23.8** | **26.2** | **14.7** | **10.3** | **.0448** |
| Bowie | 819,465 | 20,034 | 24.4 | 26.2 | 14.3 | 9.5 | .0314 |
| • Texarkana | 337,524 | 18,138 | 25.9 | 24.3 | 12.0 | 9.1 | .0170 |
| *Miller, Ark.* | *417,072* | *21,925* | *22.4* | *25.8* | *15.8* | *12.0* | *.0134* |
| • *Texarkana* | *247,835* | *20,950* | *23.4* | *24.9* | *16.1* | *11.0* | *.0093* |
| SUBURBAN TOTAL | 651,178 | 22,078 | 22.7 | 27.6 | 15.9 | 10.7 | .0185 |
| **TYLER** | **1,920,976** | **25,338** | **21.0** | **26.8** | **16.8** | **16.7** | **.0628** |
| Smith | 1,920,976 | 25,338 | 21.0 | 26.8 | 16.8 | 16.7 | .0628 |
| • Tyler | 1,000,595 | 24,773 | 22.1 | 26.6 | 15.7 | 17.2 | .0397 |
| SUBURBAN TOTAL | 920,381 | 26,012 | 19.8 | 26.9 | 18.0 | 16.1 | .0231 |
| **VICTORIA** | **846,274** | **25,485** | **21.1** | **27.5** | **19.8** | **13.5** | **.0309** |
| Victoria | 846,274 | 25,485 | 21.1 | 27.5 | 19.8 | 13.5 | .0309 |
| • Victoria | 630,631 | 24,213 | 22.7 | 26.3 | 19.4 | 12.8 | .0258 |
| SUBURBAN TOTAL | 215,643 | 28,992 | 16.1 | 30.7 | 21.2 | 15.7 | .0051 |
| **WACO** | **1,994,021** | **20,382** | **24.6** | **25.4** | **14.1** | **11.3** | **.0690** |
| McLennan | 1,994,021 | 20,382 | 24.6 | 25.4 | 14.1 | 11.3 | .0690 |
| • Waco | 1,097,102 | 17,861 | 27.6 | 24.3 | 11.1 | 9.7 | .0435 |
| SUBURBAN TOTAL | 896,919 | 24,510 | 20.4 | 27.2 | 18.1 | 13.5 | .0255 |
| **WICHITA FALLS** | **1,416,925** | **21,350** | **25.4** | **27.4** | **14.7** | **11.2** | **.0516** |
| Wichita | 1,416,925 | 21,350 | 25.4 | 27.4 | 14.7 | 11.2 | .0516 |
| • Wichita Falls | 1,119,460 | 20,722 | 26.3 | 27.1 | 13.6 | 11.1 | .0425 |
| SUBURBAN TOTAL | 297,465 | 24,160 | 22.3 | 28.4 | 19.1 | 11.5 | .0091 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |
| Anderson | 423,587 | 19,445 | 22.0 | 25.0 | 14.0 | 10.0 | .0156 |
| Andrews | 187,657 | 28,403 | 21.2 | 26.8 | 21.3 | 17.2 | .0059 |

EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over |  |  |  | Buying Power Index |
|---|---|---|---|---|---|---|---|
|  |  |  | A | B | C | D |  |
| Angelina | 703,957 | 21,657 | 22.3 | 27.6 | 15.8 | 10.2 | .0254 |
| Aransas | 204,306 | 20,654 | 26.6 | 25.0 | 14.1 | 12.6 | .0065 |
| Archer | 77,374 | 19,260 | 27.0 | 29.2 | 10.1 | 6.8 | .0024 |
| Armstrong | 31,157 | 28,727 | 22.4 | 21.5 | 19.3 | 22.4 | .0009 |
| Atascosa | 257,879 | 18,986 | 24.4 | 26.5 | 12.8 | 8.7 | .0083 |
| Austin | 265,659 | 23,593 | 19.6 | 21.2 | 17.1 | 18.2 | .0084 |
| Bailey | 58,583 | 14,235 | 32.6 | 21.1 | 5.7 | 7.4 | .0021 |
| Bandera | 105,320 | 20,686 | 26.0 | 25.4 | 14.2 | 12.3 | .0030 |
| Bastrop | 372,880 | 19,543 | 24.9 | 24.0 | 14.5 | 10.6 | .0113 |
| Baylor | 44,380 | 17,220 | 27.3 | 24.0 | 12.7 | 7.1 | .0019 |
| Bee | 244,840 | 19,203 | 26.8 | 25.2 | 12.0 | 10.8 | .0086 |
| Blanco | 71,826 | 18,968 | 28.2 | 25.4 | 11.8 | 10.3 | .0020 |
| Borden | 5,687 | 12,727 | 30.7 | 15.4 | 9.3 | 5.0 | .0002 |
| Bosque | 163,763 | 19,336 | 25.4 | 23.9 | 14.2 | 10.5 | .0048 |
| Brewster | 67,125 | 16,671 | 26.9 | 24.8 | 10.9 | 6.0 | .0024 |
| Briscoe | 18,297 | 12,286 | 30.4 | 17.9 | 7.3 | 3.8 | .0007 |
| Brooks | 54,715 | 13,467 | 29.0 | 17.2 | 10.7 | 3.9 | .0023 |
| Brown | 376,616 | 18,915 | 27.3 | 25.1 | 12.5 | 10.2 | .0132 |
| Burleson | 126,618 | 17,524 | 22.2 | 25.9 | 11.4 | 8.1 | .0047 |
| Burnet | 279,784 | 19,096 | 29.7 | 25.1 | 13.3 | 9.7 | .0096 |
| Caldwell | 222,766 | 16,230 | 27.8 | 23.1 | 10.8 | 7.2 | .0079 |
| Calhoun | 234,483 | 25,379 | 20.8 | 27.9 | 17.2 | 13.5 | .0075 |
| Callahan | 111,498 | 17,727 | 25.6 | 27.4 | 11.4 | 5.9 | .0035 |
| Camp | 114,801 | 21,088 | 21.0 | 25.6 | 14.3 | 12.1 | .0036 |
| Carson | 87,466 | 29,100 | 18.7 | 27.3 | 19.9 | 19.3 | .0022 |
| Cass | 303,190 | 20,357 | 21.7 | 24.6 | 15.1 | 11.0 | .0092 |
| Castro | 66,354 | 14,717 | 32.7 | 23.2 | 6.7 | 5.9 | .0024 |
| Chambers | 238,269 | 25,784 | 19.6 | 25.3 | 20.3 | 13.4 | .0069 |
| Cherokee | 383,633 | 17,120 | 24.9 | 23.8 | 11.8 | 8.3 | .0130 |
| Childress | 51,537 | 14,027 | 31.0 | 21.9 | 8.0 | 4.9 | .0020 |
| Clay | 115,471 | 20,573 | 23.3 | 25.8 | 14.3 | 11.0 | .0036 |
| Cochran | 37,714 | 15,404 | 31.8 | 21.3 | 8.3 | 7.4 | .0013 |
| Coke | 34,854 | 17,828 | 27.1 | 21.0 | 15.3 | 9.2 | .0011 |
| Coleman | 96,795 | 16,748 | 26.6 | 25.2 | 10.4 | 6.8 | .0031 |
| Collingsworth | 43,703 | 16,763 | 24.8 | 22.1 | 9.5 | 12.7 | .0014 |
| Colorado | 184,542 | 16,783 | 23.2 | 23.3 | 11.4 | 8.9 | .0067 |
| Comanche | 120,412 | 15,444 | 28.2 | 19.8 | 9.6 | 9.4 | .0040 |
| Concho | 25,695 | 15,481 | 29.2 | 24.2 | 7.9 | 7.2 | .0008 |
| Cooke | 303,036 | 20,633 | 25.3 | 29.4 | 13.1 | 9.0 | .0104 |
| Cottle | 26,214 | 15,000 | 28.8 | 16.6 | 8.3 | 12.1 | .0009 |
| Crane | 54,684 | 27,452 | 21.6 | 26.7 | 22.5 | 12.8 | .0019 |
| Crockett | 46,678 | 21,694 | 22.6 | 28.6 | 12.3 | 12.9 | .0020 |
| Crosby | 53,797 | 12,982 | 33.4 | 16.3 | 6.6 | 5.7 | .0018 |
| Culberson | 20,352 | 14,931 | 33.7 | 24.0 | 9.3 | 3.3 | .0016 |

Largest Circulation Daily and Sunday

in San Antonio and South Texas!

#1

DAILY
177,588
26,159 lead over Light

SUNDAY
265,201
40,834 lead over Light

Growing South Texas demands a quality and aggressive newspaper whose circulation is outpacing the area's growth. The Express-News meets that challenge, and more ... We also lead the competition in number of pages printed, volume of news presented, and in all categories of advertising. Definitely the dominant paper of choice for the state's third largest market.

SOURCE
ABC FAS-FAX 3-31-88
Calculations by Express-News

Express-News
San Antonio's Quality Newspaper

AVENUE E & THIRD ST. • P.O. BOX 2171 • SAN ANTONIO, TEXAS 78297-2171 • (512) 225-7411 • REPRESENTED NATIONALLY BY BRANHAM NEWSPAPER SALES

## TEXAS (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Dallam | 52,618 | 15,855 | 30.3 | 26.9 | 7.5 | 4.9 | .0019 |
| Dawson | 139,657 | 18,574 | 27.1 | 25.7 | 11.9 | 9.0 | .0052 |
| Deaf Smith | 154,766 | 17,562 | 32.0 | 27.6 | 8.8 | 6.8 | .0056 |
| Delta | 41,844 | 16,610 | 24.9 | 24.0 | 10.2 | 9.2 | .0013 |
| De Witt | 189,990 | 17,566 | 23.8 | 21.7 | 12.3 | 10.9 | .0069 |
| Dickens | 22,787 | 11,797 | 31.3 | 18.3 | 5.8 | 3.8 | .0009 |
| Dimmit | 66,629 | 13,132 | 29.3 | 19.1 | 7.7 | 4.8 | .0026 |
| Donley | 34,547 | 14,152 | 27.4 | 22.4 | 6.9 | 6.6 | .0015 |
| Duval | 93,236 | 15,835 | 22.8 | 23.2 | 11.4 | 7.4 | .0033 |
| Eastland | 173,081 | 14,950 | 29.0 | 23.1 | 8.5 | 5.6 | .0063 |
| Edwards | 16,258 | 15,143 | 37.5 | 20.9 | 7.4 | 7.0 | .0006 |
| Erath | 278,760 | 17,649 | 25.9 | 24.6 | 10.1 | 10.2 | .0088 |
| Falls | 166,502 | 14,937 | 25.9 | 19.0 | 10.9 | 8.4 | .0053 |
| Fannin | 232,167 | 16,757 | 25.5 | 25.5 | 9.9 | 6.8 | .0074 |
| Fayette | 235,374 | 19,306 | 22.9 | 20.2 | 15.3 | 13.3 | .0083 |
| Fisher | 51,355 | 17,474 | 25.8 | 27.3 | 8.6 | 7.8 | .0016 |
| Floyd | 58,292 | 14,053 | 31.2 | 20.1 | 8.0 | 5.3 | .0021 |
| Foard | 16,952 | 11,972 | 30.5 | 14.7 | 5.4 | 6.8 | .0007 |
| Franklin | 83,744 | 18,508 | 25.1 | 25.1 | 13.1 | 9.1 | .0026 |
| Freestone | 181,704 | 18,450 | 21.8 | 20.6 | 13.7 | 12.8 | .0052 |
| Frio | 86,836 | 13,877 | 31.9 | 19.5 | 9.1 | 4.3 | .0033 |
| Gaines | 124,037 | 18,224 | 27.4 | 24.6 | 11.8 | 10.2 | .0042 |
| Garza | 49,441 | 18,475 | 28.4 | 23.6 | 12.7 | 10.3 | .0016 |
| Gillespie | 161,217 | 18,240 | 29.4 | 28.3 | 10.2 | 7.1 | .0062 |
| Glasscock | 8,892 | 14,643 | 32.7 | 19.0 | 5.8 | 9.5 | .0002 |
| Goliad | 56,269 | 21,472 | 22.9 | 24.2 | 16.2 | 12.4 | .0018 |
| Gonzales | 157,476 | 16,699 | 25.9 | 22.7 | 10.0 | 10.0 | .0060 |
| Gray | 298,237 | 22,622 | 22.1 | 29.5 | 15.3 | 11.2 | .0107 |
| Grimes | 145,086 | 16,669 | 23.1 | 23.0 | 11.4 | 8.7 | .0057 |
| Hale | 283,522 | 16,505 | 29.8 | 24.2 | 9.5 | 6.8 | .0108 |
| Hall | 30,307 | 10,304 | 28.3 | 15.3 | 3.2 | 4.3 | .0011 |
| Hamilton | 86,721 | 15,837 | 27.6 | 22.9 | 10.6 | 6.5 | .0027 |
| Hansford | 66,223 | 21,150 | 25.1 | 27.8 | 14.5 | 9.8 | .0022 |
| Hardeman | 61,779 | 17,843 | 25.2 | 25.3 | 12.4 | 8.1 | .0018 |
| Hartley | 41,895 | 23,591 | 24.4 | 30.0 | 12.1 | 14.8 | .0014 |
| Haskell | 53,829 | 13,086 | 28.0 | 19.5 | 6.0 | 7.0 | .0021 |
| Hemphill | 51,706 | 21,273 | 26.6 | 32.6 | 11.8 | 8.4 | .0018 |
| Henderson | 636,191 | 19,643 | 25.7 | 26.8 | 12.8 | 9.6 | .0181 |
| Hill | 247,254 | 16,077 | 27.2 | 23.1 | 10.3 | 7.7 | .0088 |
| Hockley | 207,091 | 19,727 | 23.6 | 28.4 | 13.1 | 8.0 | .0073 |
| Hood | 410,000 | 27,965 | 20.6 | 24.6 | 19.8 | 19.2 | .0112 |
| Hopkins | 291,242 | 18,508 | 27.9 | 25.1 | 11.9 | 9.1 | .0099 |
| Houston | 223,632 | 15,853 | 24.9 | 19.8 | 10.7 | 10.6 | .0073 |
| Howard | 361,581 | 19,598 | 25.4 | 26.6 | 13.2 | 9.4 | .0139 |
| Hudspeth | 20,837 | 15,121 | 36.3 | 21.2 | 6.4 | 7.0 | .0006 |
| Hunt | 756,878 | 22,432 | 22.3 | 25.3 | 15.5 | 13.8 | .0236 |
| Hutchinson | 370,070 | 30,692 | 17.3 | 26.7 | 22.7 | 18.9 | .0113 |
| Irion | 15,735 | 22,700 | 21.4 | 27.2 | 14.0 | 15.0 | .0004 |
| Jack | 70,690 | 17,814 | 27.0 | 28.0 | 9.8 | 7.2 | .0022 |
| Jackson | 127,999 | 20,361 | 23.6 | 27.5 | 12.9 | 10.5 | .0044 |
| Jasper | 339,542 | 21,304 | 22.1 | 25.6 | 16.5 | 10.4 | .0114 |
| Jeff Davis | 13,700 | 14,600 | 35.0 | 20.5 | 7.0 | 6.0 | .0005 |
| Jim Hogg | 35,589 | 13,205 | 24.4 | 23.8 | 5.8 | 5.6 | .0019 |
| Jim Wells | 277,614 | 15,915 | 26.1 | 26.0 | 8.5 | 5.9 | .0121 |
| Jones | 165,775 | 16,826 | 25.5 | 24.8 | 9.3 | 8.6 | .0056 |
| Karnes | 108,236 | 16,832 | 24.1 | 23.0 | 11.7 | 9.1 | .0043 |
| Kendall | 167,448 | 22,400 | 23.3 | 23.2 | 16.1 | 15.1 | .0057 |
| Kenedy | 7,613 | 13,800 | 30.5 | 19.0 | 6.5 | 8.5 | .0002 |
| Kent | 8,477 | 14,500 | 29.7 | 21.2 | 11.3 | 4.8 | .0004 |
| Kerr | 478,776 | 22,479 | 25.2 | 29.0 | 13.9 | 12.7 | .0145 |
| Kimble | 35,335 | 17,059 | 25.9 | 29.7 | 9.3 | 5.2 | .0015 |
| King | 4,095 | 16,000 | 39.5 | 29.5 | 5.5 | 2.0 | .0002 |
| Kinney | 15,334 | 14,367 | 34.3 | 18.4 | 8.8 | 3.9 | .0005 |
| Kleberg | 275,298 | 17,652 | 26.4 | 23.3 | 12.5 | 8.9 | .0106 |
| Knox | 38,728 | 12,140 | 24.0 | 18.9 | 7.9 | 6.1 | .0013 |
| Lamar | 461,379 | 19,455 | 24.3 | 24.9 | 12.7 | 11.2 | .0159 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Lamb | 124,711 | 14,573 | 32.8 | 21.3 | 8.2 | 5.2 | .0046 |
| Lampasas | 134,160 | 17,113 | 30.1 | 23.6 | 10.0 | 8.9 | .0043 |
| La Salle | 37,751 | 13,060 | 26.5 | 17.1 | 9.4 | 5.3 | .0013 |
| Lavaca | 188,835 | 18,146 | 22.4 | 23.7 | 13.1 | 9.7 | .0065 |
| Lee | 108,899 | 15,981 | 24.7 | 22.6 | 12.5 | 6.4 | .0054 |
| Leon | 122,152 | 14,430 | 21.9 | 21.7 | 9.2 | 9.2 | .0043 |
| Limestone | 199,643 | 15,175 | 25.2 | 21.9 | 8.9 | 8.6 | .0067 |
| Lipscomb | 39,784 | 22,083 | 23.9 | 26.7 | 13.1 | 15.1 | .0012 |
| Live Oak | 78,562 | 16,707 | 27.6 | 25.2 | 9.6 | 7.5 | .0030 |
| Llano | 140,185 | 16,582 | 32.0 | 22.0 | 10.1 | 8.3 | .0041 |
| Loving | 2,378 | 8,900 | | 10.0 | 3.0 | 3.0 | .0000 |
| Lynn | 48,475 | 13,859 | 30.4 | 21.1 | 7.9 | 4.4 | .0017 |
| McCulloch | 75,731 | 13,904 | 30.5 | 18.7 | 6.3 | 8.4 | .0029 |
| McMullen | 9,645 | 23,111 | 28.3 | 28.1 | 20.0 | 9.0 | .0004 |
| Madison | 113,883 | 18,622 | 23.0 | 20.6 | 13.5 | 13.2 | .0037 |
| Marion | 86,930 | 15,078 | 23.4 | 26.1 | 9.3 | 4.8 | .0028 |
| Martin | 45,744 | 19,958 | 25.7 | 26.4 | 10.4 | 13.1 | .0015 |
| Mason | 31,002 | 13,630 | 30.1 | 19.0 | 8.4 | 4.9 | .0010 |
| Matagorda | 587,176 | 31,853 | 16.0 | 22.5 | 23.4 | 20.8 | .0167 |
| Maverick | 177,379 | 12,799 | 32.9 | 20.1 | 5.6 | 2.9 | .0093 |
| Medina | 232,350 | 18,749 | 27.5 | 26.3 | 12.0 | 8.9 | .0083 |
| Menard | 14,473 | 11,459 | 32.5 | 16.0 | 5.0 | 2.3 | .0007 |
| Milam | 227,648 | 18,045 | 21.1 | 20.2 | 16.4 | 10.2 | .0070 |
| Mills | 42,270 | 17,075 | 28.8 | 25.3 | 10.3 | 6.5 | .0014 |
| Mitchell | 80,569 | 16,082 | 25.7 | 20.9 | 9.9 | 9.7 | .0029 |
| Montague | 154,105 | 15,401 | 29.7 | 24.0 | 9.1 | 4.8 | .0054 |
| Moore | 180,138 | 24,092 | 23.1 | 34.7 | 17.2 | 9.1 | .0061 |
| Morris | 131,744 | 20,303 | 20.7 | 28.2 | 16.2 | 6.2 | .0046 |
| Motley | 13,706 | 10,811 | 28.8 | 14.6 | 6.9 | 3.5 | .0005 |
| Nacogdoches | 506,211 | 17,498 | 26.6 | 23.6 | 10.7 | 10.1 | .0178 |
| Navarro | 388,731 | 17,167 | 26.5 | 23.3 | 11.7 | 9.1 | .0143 |
| Newton | 130,020 | 20,259 | 21.7 | 23.5 | 17.0 | 9.9 | .0037 |
| Nolan | 171,123 | 19,504 | 25.5 | 26.0 | 13.1 | 9.8 | .0062 |
| Ochiltree | 110,661 | 25,484 | 24.0 | 32.2 | 18.5 | 11.2 | .0039 |
| Oldham | 15,599 | 15,714 | 38.3 | 22.4 | 7.9 | 7.3 | .0006 |
| Palo Pinto | 255,781 | 18,149 | 27.8 | 26.4 | 10.5 | 8.3 | .0098 |
| Panola | 227,437 | 21,152 | 22.2 | 27.0 | 16.4 | 8.7 | .0074 |
| Parmer | 67,059 | 15,491 | 34.8 | 22.1 | 7.7 | 5.1 | .0025 |
| Pecos | 137,213 | 22,108 | 25.8 | 29.9 | 17.3 | 7.7 | .0058 |
| Polk | 287,625 | 15,549 | 29.0 | 20.9 | 10.4 | 7.9 | .0096 |
| Presidio | 27,591 | 10,113 | 27.7 | 15.3 | 4.7 | 2.6 | .0012 |
| Rains | 64,288 | 16,638 | 24.7 | 27.3 | 7.9 | 7.1 | .0018 |
| Reagan | 45,340 | 23,844 | 24.4 | 33.7 | 15.3 | 10.0 | .0017 |
| Real | 16,698 | 11,000 | 31.4 | 15.4 | 4.2 | 4.2 | .0006 |
| Red River | 119,931 | 12,925 | 29.2 | 18.9 | 6.8 | 4.8 | .0048 |
| Reeves | 119,057 | 17,907 | 25.6 | 26.3 | 10.1 | 8.8 | .0048 |
| Refugio | 89,560 | 20,966 | 21.7 | 26.9 | 11.9 | 13.0 | .0033 |
| Roberts | 11,842 | 21,300 | 26.7 | 27.8 | 10.9 | 14.8 | .0004 |
| Robertson | 132,161 | 14,305 | 22.6 | 20.4 | 10.5 | 6.7 | .0047 |
| Runnels | 108,410 | 16,578 | 27.2 | 25.2 | 9.8 | 6.5 | .0039 |
| Rusk | 503,650 | 23,655 | 20.4 | 26.8 | 15.7 | 14.4 | .0150 |
| Sabine | 96,135 | 14,975 | 26.0 | 21.9 | 10.3 | 5.6 | .0029 |
| San Augustine | 76,171 | 15,122 | 27.0 | 21.1 | 8.4 | 8.5 | .0026 |
| San Jacinto | 140,123 | 17,629 | 23.6 | 22.8 | 12.8 | 9.6 | .0037 |
| San Saba | 54,885 | 15,095 | 29.1 | 20.9 | 8.4 | 7.8 | .0016 |
| Schleicher | 27,619 | 19,360 | 26.2 | 26.4 | 13.3 | 8.7 | .0008 |
| Scurry | 221,223 | 23,462 | 23.9 | 28.5 | 13.6 | 14.9 | .0069 |
| Shackelford | 42,564 | 19,242 | 25.2 | 25.6 | 11.3 | 11.5 | .0014 |
| Shelby | 211,393 | 15,293 | 22.8 | 22.2 | 10.6 | 6.8 | .0074 |
| Sherman | 45,308 | 22,700 | 27.1 | 25.9 | 17.4 | 12.8 | .0011 |
| Somervell | 55,561 | 21,784 | 23.2 | 27.8 | 14.4 | 11.0 | .0015 |
| Starr | 160,104 | 11,006 | 27.2 | 17.3 | 4.8 | 4.5 | .0074 |
| Stephens | 105,489 | 17,714 | 27.0 | 26.2 | 11.2 | 7.3 | .0037 |
| Sterling | 9,998 | 15,000 | 30.3 | 21.5 | 10.3 | 6.5 | .0004 |
| Stonewall | 24,797 | 18,280 | 27.6 | 24.8 | 12.8 | 8.5 | .0007 |
| Sutton | 48,369 | 20,268 | 25.8 | 31.2 | 12.5 | 7.0 | .0018 |

COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

## TEXAS (cont.)

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Swisher | 64,059 | 14,048 | 32.0 | 21.2 | 5.9 | 5.6 | .0025 |
| Terrell | 19,154 | 22,444 | 18.0 | 23.1 | 13.7 | 16.5 | .0005 |
| Terry | 135,015 | 19,608 | 25.3 | 27.3 | 11.9 | 9.9 | .0046 |
| Throckmorton | 14,370 | 10,211 | 27.3 | 14.7 | 4.1 | 4.8 | .0006 |
| Titus | 262,755 | 22,718 | 20.2 | 26.4 | 16.3 | 12.8 | .0095 |
| Trinity | 103,744 | 15,202 | 23.7 | 23.4 | 10.0 | 6.9 | .0034 |
| Tyler | 189,118 | 17,155 | 24.9 | 24.9 | 11.4 | 7.9 | .0059 |
| Upshur | 335,614 | 22,199 | 22.1 | 27.8 | 15.9 | 10.5 | .0099 |
| Upton | 45,695 | 21,207 | 24.3 | 24.7 | 14.4 | 13.5 | .0015 |
| Uvalde | 178,374 | 15,799 | 30.4 | 22.7 | 9.9 | 6.4 | .0070 |
| Val Verde | 320,072 | 17,217 | 30.8 | 24.6 | 9.9 | 8.0 | .0133 |
| Van Zandt | 391,402 | 18,625 | 26.2 | 24.9 | 14.0 | 8.4 | .0116 |
| Walker | 588,489 | 21,010 | 21.7 | 22.7 | 14.4 | 14.6 | .0189 |
| Ward | 141,024 | 23,279 | 21.9 | 28.5 | 16.7 | 11.4 | .0048 |
| Washington | 291,609 | 21,959 | 21.3 | 23.6 | 16.0 | 14.0 | .0110 |

### EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Wharton | 401,931 | 20,475 | 21.6 | 26.0 | 15.0 | 9.9 | .0144 |
| Wheeler | 79,574 | 17,309 | 24.8 | 24.1 | 10.7 | 9.5 | .0027 |
| Wilbarger | 165,745 | 16,993 | 25.0 | 22.1 | 11.9 | 9.9 | .0057 |
| Willacy | 97,712 | 12,328 | 29.5 | 17.4 | 6.5 | 5.6 | .0042 |
| Wilson | 166,008 | 18,592 | 25.7 | 27.2 | 11.2 | 8.1 | .0056 |
| Winkler | 90,284 | 23,343 | 19.6 | 31.3 | 16.5 | 9.2 | .0035 |
| Wise | 404,359 | 24,864 | 21.2 | 26.5 | 16.7 | 15.6 | .0128 |
| Wood | 299,846 | 18,576 | 25.4 | 25.0 | 13.8 | 8.5 | .0096 |
| Yoakum | 116,690 | 27,683 | 17.4 | 29.8 | 22.7 | 12.8 | .0033 |
| Young | 242,890 | 19,361 | 26.0 | 25.3 | 11.4 | 11.8 | .0074 |
| Zapata | 50,068 | 12,477 | 30.2 | 18.3 | 6.5 | 4.7 | .0020 |
| Zavala | 65,825 | 14,126 | 33.4 | 19.2 | 7.4 | 5.9 | .0024 |
| **TOTAL METRO COUNTIES** | **167,867,898** | **25,934** | **21.5** | **26.2** | **17.6** | **17.4** | **5.4962** |
| **TOTAL STATE** | **198,762,908** | **24,341** | **22.2** | **26.0** | **16.6** | **15.9** | **6.5471** |

# Utah

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **PROVO - OREM** | **254.1** | **.1034** | **23.1** | **19.1** | **16.7** | **13.5** | **14.5** | **68.8** |
| Utah | 254.1 | .1034 | 23.1 | 19.1 | 16.7 | 13.5 | 14.5 | 68.8 |
| • Orem | 62.2 | .0253 | 22.4 | 12.5 | 18.6 | 14.5 | 12.3 | 16.9 |
| • Provo | 79.2 | .0322 | 22.8 | 36.5 | 16.5 | 8.9 | 13.4 | 21.6 |
| SUBURBAN TOTAL | 112.7 | .0459 | 24.2 | 10.4 | 15.9 | 16.2 | 16.7 | 30.3 |
| **SALT LAKE CITY - OGDEN** | **1,056.4** | **.4301** | **27.4** | **11.4** | **18.8** | **17.8** | **18.1** | **340.9** |
| Davis | 182.8 | .0744 | 25.2 | 10.7 | 17.0 | 19.4 | 13.9 | 50.9 |
| Salt Lake | 712.2 | .2900 | 27.7 | 11.5 | 19.6 | 17.5 | 18.2 | 235.4 |
| • Salt Lake City | 165.1 | .0672 | 31.5 | 14.1 | 20.6 | 14.0 | 28.7 | 70.5 |
| Sandy | 67.2 | .0274 | 24.1 | 6.4 | 25.1 | 17.9 | 6.2 | 17.3 |
| Weber | 161.4 | .0657 | 28.6 | 11.8 | 16.7 | 17.4 | 22.0 | 54.6 |
| • Ogden | 69.9 | .0285 | 30.2 | 14.0 | 16.5 | 14.5 | 27.7 | 26.8 |
| SUBURBAN TOTAL | 821.4 | .3344 | 26.3 | 10.6 | 18.5 | 18.8 | 15.2 | 243.6 |
| **OTHER COUNTIES** | | | | | | | | |
| Beaver | 5.3 | .0021 | 31.8 | 7.8 | 13.1 | 15.5 | 30.2 | 1.7 |
| Box Elder | 37.7 | .0154 | 27.6 | 9.1 | 14.3 | 18.3 | 21.1 | 11.0 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **PROVO - OREM** | **888,648** | **229,268** | **55,617** | **119,282** | **44,543** | **168,082** | **32,161** |
| Utah | 888,648 | 229,268 | 55,617 | 119,282 | 44,543 | 168,082 | 32,161 |
| • Orem | 326,571 | 68,923 | 17,099 | 73,778 | 16,934 | 43,917 | 10,827 |
| • Provo | 305,994 | 67,930 | 20,160 | 20,512 | 21,866 | 81,074 | 13,500 |
| SUBURBAN TOTAL | 256,083 | 92,415 | 18,358 | 24,992 | 5,743 | 43,091 | 7,834 |
| **SALT LAKE CITY - OGDEN** | **5,513,568** | **1,255,965** | **437,369** | **765,914** | **384,223** | **1,071,067** | **113,994** |
| Davis | 719,667 | 187,505 | 35,498 | 80,387 | 54,361 | 198,101 | 8,083 |
| Salt Lake | 3,888,998 | 868,736 | 334,075 | 536,078 | 287,560 | 672,707 | 82,262 |
| • Salt Lake City | 1,526,431 | 266,766 | 172,429 | 159,217 | 139,793 | 264,182 | 34,175 |
| Sandy | 171,393 | 63,707 | 13,657 | 19,507 | 4,716 | 12,447 | 1,668 |
| Weber | 904,903 | 199,724 | 67,796 | 149,449 | 42,302 | 200,259 | 23,649 |
| • Ogden | 685,408 | 128,624 | 47,168 | 125,318 | 29,003 | 163,368 | 13,687 |
| SUBURBAN TOTAL | 3,301,732 | 860,575 | 217,772 | 481,379 | 215,427 | 643,517 | 66,132 |
| **OTHER COUNTIES** | | | | | | | |
| Beaver | 24,208 | 5,852 | 4,311 | 937 | 802 | 824 | 262 |
| Box Elder | 151,882 | 41,706 | 14,970 | 9,504 | 6,499 | 38,162 | 6,702 |

The Salt Lake Tribune
DESERET NEWS

GET 2 FOR 1

WHEN YOU DIAL... (801) 237-2721

When you buy with the Newspaper Agency Corporation in Salt Lake you get the two top newspapers in the city with a single call.

The Salt Lake Tribune (morning daily and Sunday) and Deseret News (evening daily and morning Sunday) has an average combined weekday readership of 60% and 76% for Sunday.

The Salt Lake - Ogden MSA accounts for 62% of the states total population and 67% of total retail sales.

IT MAKES CENTS TO CALL!

Newspaper Agency Corporation
The Salt Lake Tribune DESERET NEWS
157 Regent Street, Salt Lake City, Utah, 84111

# METRO & COUNTY TOTALS

## UTAH (cont.)

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Cache | 66.8 | .0272 | 24.7 | 18.1 | 17.3 | 14.1 | 17.8 | 20.6 |
| Carbon | 24.9 | .0101 | 26.6 | 10.9 | 17.9 | 15.7 | 22.9 | 8.2 |
| Daggett | .7 | .0003 | 27.4 | 10.1 | 19.4 | 18.0 | 17.4 | .2 |
| Duchesne | 15.7 | .0064 | 24.4 | 10.0 | 16.0 | 17.1 | 16.0 | 4.4 |
| Emery | 13.0 | .0053 | 24.3 | 10.7 | 17.5 | 16.4 | 15.0 | 3.6 |
| Garfield | 4.0 | .0016 | 30.9 | 8.9 | 15.2 | 16.7 | 27.1 | 1.2 |
| Grand | 7.9 | .0033 | 28.3 | 10.8 | 18.8 | 19.5 | 18.0 | 2.8 |
| Iron | 21.7 | .0088 | 24.9 | 15.0 | 15.4 | 15.8 | 18.5 | 6.6 |
| Juab | 6.0 | .0024 | 29.0 | 8.2 | 15.1 | 15.6 | 25.3 | 1.7 |
| Kane | 5.1 | .0021 | 30.4 | 6.2 | 14.4 | 17.4 | 26.0 | 1.6 |
| Millard | 14.5 | .0059 | 28.6 | 7.4 | 13.7 | 15.3 | 25.0 | 4.3 |
| Morgan | 5.5 | .0023 | 27.1 | 8.5 | 13.0 | 22.7 | 17.1 | 1.5 |
| Piute | 1.5 | .0006 | 34.6 | 5.5 | 11.3 | 16.5 | 33.0 | .4 |
| Rich | 2.4 | .0009 | 26.3 | 11.0 | 18.0 | 14.6 | 19.7 | .7 |
| San Juan | 12.3 | .0050 | 21.7 | 10.2 | 15.6 | 15.6 | 14.0 | 3.1 |
| Sanpete | 17.2 | .0070 | 27.4 | 11.3 | 13.3 | 14.1 | 25.8 | 5.1 |
| Sevier | 16.6 | .0068 | 28.9 | 8.1 | 14.4 | 16.4 | 24.8 | 5.1 |
| Summit | 14.3 | .0058 | 28.6 | 9.5 | 21.8 | 19.8 | 16.3 | 4.9 |
| Tooele | 29.6 | .0120 | 27.3 | 9.5 | 16.3 | 19.5 | 17.9 | 9.0 |
| Uintah | 25.9 | .0106 | 25.2 | 10.7 | 17.7 | 17.8 | 14.9 | 7.6 |
| Wasatch | 10.2 | .0042 | 27.4 | 9.1 | 17.1 | 16.5 | 20.5 | 3.2 |
| Washington | 40.8 | .0166 | 28.0 | 10.2 | 13.5 | 13.9 | 26.6 | 12.1 |
| Wayne | 2.3 | .0009 | 30.8 | 6.7 | 14.7 | 15.4 | 28.4 | .6 |
| **TOTAL METRO COUNTIES** | **1,310.5** | **.5335** | **26.5** | **12.9** | **18.3** | **17.0** | **17.4** | **409.7** |
| **TOTAL STATE** | **1,712.4** | **.6971** | **26.5** | **12.5** | **17.8** | **16.8** | **18.1** | **530.9** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Cache | 285,769 | 69,666 | 16,985 | 48,888 | 16,485 | 42,260 | 7,453 |
| Carbon | 144,208 | 49,730 | 9,477 | 14,354 | 8,066 | 23,804 | 4,776 |
| Daggett | 3,713 | 1,620 | 232 | 675 | | | |
| Duchesne | 79,853 | 23,448 | 2,835 | 7,860 | 2,259 | 19,449 | 3,169 |
| Emery | 31,473 | 6,740 | 2,631 | 307 | 342 | 1,014 | 198 |
| Garfield | 8,022 | 2,582 | 1,106 | 336 | 83 | 1,135 | 218 |
| Grand | 61,122 | 15,405 | 5,009 | 2,896 | 884 | 5,662 | 1,561 |
| Iron | 138,934 | 27,249 | 10,975 | 11,199 | 5,920 | 29,799 | 1,526 |
| Juab | 23,992 | 5,948 | 2,701 | | 385 | 6,039 | 319 |
| Kane | 19,077 | 3,511 | 3,709 | 816 | 202 | 734 | 201 |
| Millard | 44,232 | 15,059 | 2,399 | 854 | 1,236 | 5,545 | 989 |
| Morgan | 8,574 | 735 | 756 | | 106 | 6,122 | 97 |
| Piute | 1,610 | 626 | 160 | 119 | 92 | 146 | |
| Rich | 4,189 | 358 | 889 | 239 | | | |
| San Juan | 30,869 | 6,671 | 2,409 | 5,422 | 461 | 4,838 | 219 |
| Sanpete | 30,462 | 10,877 | 1,488 | 1,596 | 2,018 | 4,397 | 1,223 |
| Sevier | 86,753 | 20,420 | 5,353 | 5,140 | 2,302 | 19,896 | 1,693 |
| Summit | 74,481 | 22,694 | 16,878 | 76 | 609 | 7,541 | 4,507 |
| Tooele | 90,694 | 38,255 | 6,358 | 1,892 | 2,156 | 11,000 | 1,645 |
| Uintah | 219,525 | 51,117 | 11,769 | 21,059 | 7,201 | 44,559 | 3,983 |
| Wasatch | 36,981 | 12,133 | 6,109 | 1,466 | 121 | 6,009 | 794 |
| Washington | 177,006 | 42,872 | 11,015 | 15,254 | 8,643 | 36,150 | 4,407 |
| Wayne | 2,849 | 424 | 620 | 204 | 120 | 182 | |
| **TOTAL METRO COUNTIES** | **6,402,216** | **1,485,233** | **492,986** | **885,196** | **428,766** | **1,239,149** | **146,155** |
| **TOTAL STATE** | **8,182,694** | **1,960,931** | **634,112** | **1,036,289** | **495,758** | **1,554,416** | **192,097** |

## UTAH

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **PROVO - OREM** | **1,888,412** | **21,399** | **28.6** | **29.6** | **15.0** | **8.6** | **.0674** |
| Utah | 1,888,412 | 21,399 | 28.6 | 29.6 | 15.0 | 8.6 | .0674 |
| • Orem | 472,727 | 23,136 | 27.7 | 32.5 | 16.9 | 8.3 | .0188 |
| • Provo | 547,733 | 17,060 | 36.0 | 23.3 | 10.2 | 3.0 | .0209 |
| SUBURBAN TOTAL | 867,952 | 24,013 | 24.5 | 32.7 | 17.4 | 9.2 | .0277 |
| **SALT LAKE CITY - OGDEN** | **11,246,640** | **27,073** | **21.6** | **31.0** | **19.2** | **15.0** | **.3686** |
| Davis | 1,681,265 | 28,419 | 21.1 | 35.1 | 21.6 | 13.0 | .0550 |
| Salt Lake | 7,906,501 | 27,337 | 21.2 | 30.0 | 19.2 | 15.9 | .2569 |
| • Salt Lake City | 1,968,854 | 19,608 | [illegible] | 25.3 | 12.6 | [illegible] | .0738 |
| Sandy | 690,166 | 35,491 | 10.9 | 32.4 | 30.2 | 21.2 | .0196 |
| Weber | 1,658,874 | 24,692 | 23.8 | 30.9 | 17.3 | 12.7 | .0567 |
| • Ogden | 718,133 | 20,214 | 28.5 | 28.0 | 12.9 | 9.7 | .0302 |
| SUBURBAN TOTAL | 8,559,653 | 29,768 | 18.9 | 32.7 | 21.9 | [illegible] | .2646 |
| **OTHER COUNTIES** | | | | | | | |
| Beaver | 32,162 | 14,931 | 37.8 | 22.0 | 10.1 | 1.8 | .0015 |
| Box Elder | 428,919 | 32,929 | 15.2 | 28.5 | 22.3 | 24.1 | .0126 |
| Cache | 627,974 | 24,079 | 24.7 | 31.0 | 15.9 | 12.7 | .0209 |
| Carbon | 260,625 | 28,584 | 19.8 | 30.6 | 22.5 | 12.8 | .0089 |
| Daggett | 4,978 | 21,500 | 23.5 | 33.5 | 18.5 | 2.0 | .0002 |
| Duchesne | 134,176 | 25,701 | 20.5 | 35.0 | 18.5 | 11.1 | .0050 |
| Emery | 123,410 | 31,575 | 17.1 | 29.0 | 25.3 | 17.3 | .0036 |
| Garfield | 21,901 | 14,275 | 36.9 | 24.3 | 5.8 | 1.9 | .0008 |
| Grand | 74,688 | 22,530 | 25.8 | 31.9 | 17.0 | 7.2 | .0030 |
| Iron | 141,070 | 16,891 | 35.6 | 28.0 | 8.0 | 4.0 | .0066 |
| Juab | 35,858 | 17,414 | 35.8 | 31.8 | 6.1 | 3.8 | .0016 |
| Kane | 38,490 | 19,469 | 29.6 | 30.0 | 12.3 | 6.1 | .0014 |
| Millard | 111,441 | 20,269 | 28.3 | 28.6 | 13.6 | 8.4 | .0037 |
| Morgan | 49,905 | 29,000 | 17.5 | 33.6 | 20.7 | 16.3 | .0015 |
| Piute | 7,220 | 13,500 | 39.3 | 19.0 | 4.5 | 3.5 | .0002 |
| Rich | 20,838 | 24,308 | 24.2 | 29.2 | 17.6 | 11.6 | .0007 |
| San Juan | 57,508 | 15,647 | 33.6 | 26.6 | 5.9 | 2.5 | .0025 |
| Sanpete | 108,588 | 16,369 | 30.4 | 26.4 | 9.4 | 4.2 | .0037 |
| Sevier | 131,654 | 21,661 | 26.3 | 34.1 | 13.6 | 6.3 | .0050 |
| Summit | 159,705 | 24,966 | 23.8 | 32.4 | 16.3 | 13.0 | .0051 |
| Tooele | 321,114 | 31,289 | 16.6 | 31.3 | 24.5 | 17.4 | .0092 |
| Uintah | 265,498 | 30,926 | 15.3 | 27.6 | 24.3 | 17.7 | .0106 |
| Wasatch | 68,759 | 17,464 | 33.5 | 28.5 | 9.3 | 4.1 | .0025 |
| Washington | 300,094 | 19,395 | 29.1 | 29.0 | 12.1 | 7.2 | .0115 |
| Wayne | 15,306 | 18,933 | 27.3 | 27.8 | 12.7 | 6.7 | .0005 |
| **TOTAL METRO COUNTIES** | **13,135,052** | **26,056** | **22.8** | **30.7** | **18.5** | **13.9** | **.4360** |
| **TOTAL STATE** | **16,676,933** | **25,441** | **23.1** | **30.5** | **18.1** | **13.4** | **.5588** |

# Vermont

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **BURLINGTON** | **132.5** | **.0540** | **29.3** | **16.5** | **19.5** | **19.9** | **18.9** | **48.0** |
| Chittenden | 127.1 | .0518 | 29.1 | 16.9 | 19.6 | 19.9 | 18.6 | 46.1 |
| • Burlington | 39.0 | .0159 | 27.6 | 27.3 | 17.5 | 14.1 | 22.9 | 14.7 |
| Grand Isle | 5.4 | .0022 | 32.9 | 8.4 | 18.5 | 19.9 | 26.1 | 1.9 |
| SUBURBAN TOTAL | 93.5 | .0381 | 29.9 | 12.0 | 20.5 | 22.3 | 17.1 | 33.3 |
| **OTHER COUNTIES** | | | | | | | | |
| **Addison** | 31.7 | .0130 | 30.1 | 13.4 | 18.8 | 18.6 | 22.2 | 11.[illegible] |
| **Bennington** | 35.1 | .0142 | 33.9 | 10.2 | 16.3 | 19.4 | 28.8 | 13.7 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **BURLINGTON** | **1,191,725** | **237,964** | **115,014** | **107,879** | **62,580** | **302,987** | **29,446** |
| Chittenden | 1,179,729 | 235,501 | 114,134 | 106,766 | 62,410 | 299,893 | 29,446 |
| • Burlington | 375,491 | 60,556 | 52,911 | 53,054 | 21,928 | 38,003 | 9,941 |
| Grand Isle | 11,996 | 2,463 | 880 | 1,113 | 170 | 3,094 | |
| SUBURBAN TOTAL | 816,234 | 177,408 | 62,103 | 54,825 | 40,652 | 264,984 | 19,505 |
| **OTHER COUNTIES** | | | | | | | |
| **Addison** | 204,753 | 53,390 | 18,527 | 10,325 | 2,620 | 43,112 | 6,569 |
| **Bennington** | 462,851 | 78,050 | 32,718 | 27,955 | 14,503 | 68,353 | 9,519 |

## VT. (cont.)

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| Caledonia | 27.7 | .0113 | 33.5 | 10.2 | 17.6 | 18.3 | 27.3 | 10.4 |
| Essex | 7.1 | .0029 | 33.2 | 8.6 | 16.4 | 19.4 | 27.7 | 2.6 |
| Franklin | 37.3 | .0152 | 31.5 | 9.2 | 17.5 | 18.9 | 24.9 | 13.2 |
| Lamoille | 18.5 | .0074 | 30.8 | 12.0 | 20.1 | 19.1 | 22.5 | 6.9 |
| Orange | 25.0 | .0101 | 32.0 | 9.9 | 18.3 | 19.2 | 25.3 | 9.1 |
| Orleans | 24.5 | .0100 | 32.5 | 8.8 | 17.0 | 18.5 | 27.2 | 8.9 |
| Rutland | 61.8 | .0252 | 33.2 | 11.0 | 17.6 | 18.8 | 28.1 | 23.3 |
| Washington | 54.4 | .0221 | 32.7 | 10.9 | 18.1 | 19.7 | 26.2 | 20.8 |
| Windham | 40.0 | .0163 | 33.3 | 9.3 | 19.6 | 18.9 | 27.7 | 16.2 |
| Windsor | 55.0 | .0224 | 34.3 | 8.7 | 17.9 | 19.9 | 29.0 | 21.9 |
| **TOTAL METRO COUNTIES** | **132.5** | **.0540** | **29.3** | **16.5** | **19.5** | **19.9** | **18.9** | **48.0** |
| **TOTAL STATE** | **550.3** | **.2241** | **31.8** | **11.7** | **18.4** | **19.3** | **24.8** | **206.1** |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| Caledonia | 198,134 | 49,512 | 12,707 | 15,431 | 5,863 | 48,910 | 3,915 |
| Essex | 10,864 | 2,256 | 3,262 | 779 | 134 | 906 | |
| Franklin | 255,764 | 64,755 | 13,487 | 15,081 | 6,039 | 78,215 | 5,917 |
| Lamoille | 139,100 | 32,069 | 17,741 | 6,891 | 3,410 | 14,535 | 4,870 |
| Orange | 109,370 | 26,771 | 8,003 | 4,657 | 1,147 | 12,778 | 2,965 |
| Orleans | 131,999 | 39,101 | 9,452 | 8,235 | 2,873 | 36,823 | 4,460 |
| Rutland | 512,234 | 102,830 | 52,426 | 33,053 | 19,693 | 134,403 | 12,613 |
| Washington | 407,983 | 90,578 | 44,372 | 24,973 | 24,905 | 106,388 | 11,736 |
| Windham | 364,136 | 83,429 | 47,602 | 15,043 | 13,289 | 54,210 | 10,793 |
| Windsor | 355,158 | 72,899 | 33,599 | 11,345 | 5,596 | 111,946 | 5,658 |
| **TOTAL METRO COUNTIES** | **1,191,725** | **237,964** | **115,014** | **107,879** | **62,580** | **302,987** | **29,446** |
| **TOTAL STATE** | **4,344,071** | **933,664** | **408,910** | **281,647** | **162,672** | **1,013,566** | **108,461** |

## VT.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group: (A) $10,000-$19,999; (B) $20,000-$34,999; (C) $35,000-$49,999; (D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BURLINGTON** | **1,813,549** | **28,737** | **20.3** | **27.1** | **18.3** | **21.4** | **.0622** |
| Chittenden | 1,755,699 | 29,011 | 20.1 | 27.0 | 18.4 | 21.7 | .0606 |
| • Burlington | 485,321 | 22,206 | 23.6 | 26.8 | 12.9 | 14.9 | .0180 |
| Grand Isle | 57,850 | 23,848 | 25.9 | 31.1 | 14.7 | 13.2 | .0016 |
| SUBURBAN TOTAL | 1,330,228 | 31,972 | 18.0 | 27.4 | 20.6 | 24.2 | .0442 |
| **OTHER COUNTIES** | | | | | | | |
| Addison | 374,941 | 23,571 | 23.2 | 31.5 | 16.9 | 14.8 | .0124 |
| Bennington | 431,289 | 23,336 | 26.3 | 31.7 | 14.7 | 12.2 | .0185 |
| Caledonia | 273,755 | 20,101 | 29.5 | 30.7 | 12.5 | 7.1 | .0104 |
| Essex | 64,496 | 19,662 | 32.5 | 32.5 | 11.5 | 5.0 | .0018 |
| Franklin | 383,997 | 22,188 | 26.2 | 29.2 | 15.3 | 10.6 | .0140 |
| Lamoille | 200,973 | 22,482 | 25.9 | 32.9 | 13.7 | 9.2 | .0074 |
| Orange | 272,733 | 22,847 | 28.2 | 31.7 | 15.4 | 10.0 | .0084 |
| Orleans | 223,124 | 18,753 | 31.9 | 29.8 | 10.0 | 6.7 | .0080 |
| Rutland | 696,698 | 23,172 | 26.1 | 31.1 | 15.7 | 10.4 | .0259 |
| Washington | 603,334 | 21,978 | 27.4 | 30.6 | 14.6 | 9.9 | .0217 |
| Windham | 495,233 | 22,650 | 27.1 | 29.1 | 15.0 | 11.8 | .0181 |
| Windsor | 626,868 | 22,078 | 27.1 | 31.8 | 13.9 | 9.4 | .0212 |
| **TOTAL METRO COUNTIES** | **1,813,549** | **28,737** | **20.3** | **27.1** | **18.3** | **21.4** | **.0622** |
| **TOTAL STATE** | **6,460,790** | **23,540** | **25.6** | **29.9** | **15.4** | **12.8** | **.2300** |

# Virginia

S&MM ESTIMATES

### POPULATION—12/31/87

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) |
|---|---|---|---|---|---|---|---|---|
| **CHARLOTTESVILLE** | **124.4** | **.0506** | **30.4** | **17.7** | **19.9** | **18.8** | **22.1** | **47.0** |
| Albemarle | 62.8 | .0256 | 29.9 | 18.2 | 20.2 | 20.0 | 19.6 | 22.4 |
| Charlottesville city | 41.0 | .0167 | 30.4 | 21.2 | 20.3 | 15.7 | 24.9 | 16.5 |
| • Charlottesville | 41.0 | .0167 | 30.4 | 21.2 | 20.3 | 15.7 | 24.9 | 16.5 |
| Fluvanna | 11.4 | .0046 | 33.1 | 9.4 | 17.0 | 20.3 | 26.5 | 4.0 |
| Greene | 9.2 | .0037 | 31.6 | 8.9 | 20.8 | 21.6 | 21.4 | 3.1 |
| SUBURBAN TOTAL | 83.4 | .0339 | 30.5 | 16.0 | 19.8 | 20.2 | 20.7 | 30.5 |
| **DANVILLE** | **112.2** | **.0456** | **34.5** | **10.1** | **16.4** | **19.7** | **29.5** | **40.5** |
| Danville city | 45.3 | .0184 | 37.0 | 10.2 | 15.5 | 18.2 | 34.3 | 17.6 |
| • Danville | 45.3 | .0184 | 37.0 | 10.2 | 15.5 | 18.2 | 34.3 | 17.6 |
| Pittsylvania | 66.9 | .0272 | 33.1 | 10.1 | 16.7 | 20.6 | 26.3 | 22.9 |
| SUBURBAN TOTAL | 66.9 | .0272 | 33.1 | 10.1 | 16.7 | 20.6 | 26.3 | 22.9 |
| **LYNCHBURG** | **149.5** | **.0609** | **33.0** | **12.4** | **16.9** | **20.5** | **26.0** | **51.6** |
| Amherst | 30.9 | .0126 | 32.9 | 11.3 | 18.0 | 21.8 | 24.3 | 9.9 |
| Campbell | 49.2 | .0201 | 32.4 | 9.7 | 17.5 | 23.5 | 22.0 | 16.2 |
| Lynchburg city | 69.4 | .0282 | 33.4 | 14.8 | 15.9 | 17.8 | 29.7 | 25.5 |
| • Lynchburg | 69.4 | .0282 | 33.4 | 14.8 | 15.9 | 17.8 | 29.7 | 25.5 |
| SUBURBAN TOTAL | 80.1 | .0327 | 32.6 | 10.3 | 17.7 | 22.8 | 22.9 | 26.1 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,337.5** | **.5446** | **29.6** | **15.5** | **18.8** | **19.8** | **20.1** | **454.0** |
| Chesapeake city | 139.0 | .0566 | 30.8 | 10.5 | 18.0 | 22.3 | 20.2 | 45.7 |
| Chesapeake | 139.0 | .0566 | 30.8 | 10.5 | 18.0 | 22.3 | 20.2 | 45.7 |
| Gloucester | 29.1 | .0119 | 34.8 | 8.9 | 16.5 | 22.3 | 27.4 | 10.4 |
| Hampton city | 127.0 | .0517 | 30.3 | 14.2 | 17.6 | 21.6 | 20.3 | 44.4 |
| • Hampton | 127.0 | .0517 | 30.3 | 14.2 | 17.6 | 21.6 | 20.3 | 44.4 |
| James City | 26.6 | .0108 | 32.8 | 10.4 | 17.9 | 22.2 | 23.8 | 9.4 |
| Newport News city | 164.0 | .0667 | 30.3 | 13.7 | 19.5 | 19.4 | 21.4 | 58.9 |
| • Newport News | 164.0 | .0667 | 30.3 | 13.7 | 19.5 | 19.4 | 21.4 | 58.9 |
| Norfolk city | 278.4 | .1134 | 26.6 | 25.9 | 18.4 | 14.0 | 20.7 | 92.1 |
| • Norfolk | 278.4 | .1134 | 26.6 | 25.9 | 18.4 | 14.0 | 20.7 | 92.1 |
| Poquoson city | 10.4 | .0042 | 33.3 | 7.9 | 16.0 | 29.1 | 18.2 | 3.4 |

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish./Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|
| **CHARLOTTESVILLE** | **1,029,240** | **216,982** | **80,628** | **150,217** | **72,978** | **153,430** | **34,495** |
| Albemarle | 337,640 | 48,014 | 29,873 | 87,974 | 15,419 | 36,149 | 7,112 |
| Charlottesville city | 639,973 | 151,864 | 49,704 | 60,104 | 57,182 | 101,584 | 25,882 |
| • Charlottesville | 639,973 | 151,864 | 49,704 | 60,104 | 57,182 | 101,584 | 25,882 |
| Fluvanna | 28,003 | 9,224 | 294 | | 194 | 6,917 | 1,354 |
| Greene | 23,624 | 7,880 | 757 | 2,139 | 183 | 8,780 | 147 |
| SUBURBAN TOTAL | 389,267 | 65,118 | 30,924 | 90,113 | 15,796 | 51,846 | 3,613 |
| **DANVILLE** | **551,064** | **127,485** | **49,895** | **49,682** | **23,517** | **133,286** | **32,386** |
| Danville city | 413,974 | 90,134 | 37,092 | 43,259 | 19,939 | 106,585 | 25,125 |
| • Danville | 413,974 | 90,134 | 37,092 | 43,259 | 19,939 | 106,585 | 25,125 |
| Pittsylvania | 137,090 | 37,351 | 12,803 | 6,423 | 3,578 | 26,701 | 7,261 |
| SUBURBAN TOTAL | 137,090 | 37,351 | 12,803 | 6,423 | 3,578 | 26,701 | 7,261 |
| **LYNCHBURG** | **1,018,416** | **218,507** | **85,934** | **176,139** | **54,627** | **183,089** | **41,445** |
| Amherst | 139,457 | 46,516 | 11,446 | 12,796 | 2,303 | 30,726 | 7,119 |
| Campbell | 146,286 | 45,771 | 11,104 | 7,666 | 6,873 | 30,535 | 12,396 |
| Lynchburg city | 732,673 | 126,220 | 63,384 | 155,677 | 45,451 | 121,828 | 21,930 |
| • Lynchburg | 732,673 | 126,220 | 63,384 | 155,677 | 45,451 | 121,828 | 21,930 |
| SUBURBAN TOTAL | 285,743 | 92,287 | 22,550 | 20,462 | 9,176 | 61,261 | 19,515 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **8,642,148** | **1,552,370** | **823,954** | **1,070,002** | **601,380** | **1,977,379** | **273,883** |
| Chesapeake city | 690,028 | 148,429 | 44,711 | 93,605 | 25,426 | 179,689 | 20,663 |
| Chesapeake | 690,028 | 148,429 | 44,711 | 93,605 | 25,426 | 179,689 | 20,663 |
| Gloucester | 125,982 | 44,912 | 6,775 | 13,298 | 3,446 | 24,918 | 5,714 |
| Hampton city | 1,207,407 | 189,224 | 90,119 | 199,914 | 59,651 | 230,281 | 27,570 |
| • Hampton | 1,207,407 | 189,224 | 90,119 | 199,914 | 59,651 | 230,281 | 27,570 |
| James City | 130,100 | 12,433 | 9,639 | | 85,892 | 2,286 | 422 |
| Newport News city | 1,038,779 | 173,315 | 81,443 | 140,434 | 32,602 | 317,357 | 26,151 |
| • Newport News | 1,038,779 | 173,315 | 81,443 | 140,434 | 32,602 | 317,357 | 26,151 |
| Norfolk city | 1,936,001 | 275,545 | 213,632 | 257,411 | 148,549 | 468,977 | 63,357 |
| • Norfolk | 1,936,001 | 275,545 | 213,632 | 257,411 | 148,549 | 468,977 | 63,357 |
| Poquoson city | 34,666 | 23,621 | 1,995 | 153 | 1,635 | 1,433 | 681 |

## VA. (cont.)

| METRO AREA<br>County<br>City | POPULATION—12/31/87 Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | RETAIL SALES BY STORE GROUP—1987 Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Poquoson | 10.4 | .0042 | 33.3 | 7.9 | 16.0 | 29.1 | 18.2 | 3.4 | 34,666 | 23,621 | 1,995 | 153 | 1,635 | 1,433 | 681 |
| Portsmouth city | 112.1 | .0457 | 31.8 | 11.9 | 17.4 | 17.1 | 27.2 | 40.1 | 628,580 | 115,981 | 50,983 | 67,785 | 29,653 | 170,542 | 28,481 |
| • Portsmouth | 112.1 | .0457 | 31.8 | 11.9 | 17.4 | 17.1 | 27.2 | 40.1 | 628,580 | 115,981 | 50,983 | 67,785 | 29,653 | 170,542 | 28,481 |
| Suffolk city | 52.5 | .0214 | 33.7 | 9.6 | 15.4 | 20.2 | 27.9 | 17.7 | 394,163 | 92,602 | 18,098 | 12,077 | 16,750 | 65,518 | 15,062 |
| • Suffolk | 52.5 | .0214 | 33.7 | 9.6 | 15.4 | 20.2 | 27.9 | 17.7 | 394,163 | 92,602 | 18,098 | 12,077 | 16,750 | 65,518 | 15,062 |
| Virginia Beach city | 344.9 | .1404 | 29.1 | 13.5 | 21.2 | 22.7 | 14.8 | 115.2 | 1,969,767 | 357,371 | 215,400 | 250,676 | 166,700 | 449,375 | 67,072 |
| • Virginia Beach | 344.9 | .1404 | 29.1 | 13.5 | 21.2 | 22.7 | 14.8 | 115.2 | 1,969,767 | 357,371 | 215,400 | 250,676 | 166,700 | 449,375 | 67,072 |
| Williamsburg city | 11.3 | .0046 | 24.2 | 46.5 | 13.5 | 10.2 | 21.3 | 3.5 | 343,115 | 94,609 | 62,812 | 24,250 | 20,332 | 55,018 | 11,402 |
| Williamsburg | 11.3 | .0046 | 24.2 | 46.5 | 13.5 | 10.2 | 21.3 | 3.5 | 343,115 | 94,609 | 62,812 | 24,250 | 20,332 | 55,018 | 11,402 |
| York | 42.2 | .0172 | 31.5 | 9.2 | 17.5 | 26.8 | 17.1 | 13.2 | 143,560 | 24,328 | 28,347 | 10,399 | 10,744 | 11,985 | 7,308 |
| SUBURBAN TOTAL | 258.6 | .1053 | 31.3 | 11.6 | 17.5 | 22.7 | 20.9 | 85.6 | 1,467,451 | 348,332 | 154,279 | 141,705 | 147,475 | 275,329 | 46,190 |
| **RICHMOND - PETERSBURG** | **829.4** | **.3378** | **32.3** | **11.2** | **19.6** | **20.9** | **23.8** | **299.8** | **6,056,580** | **1,272,681** | **502,803** | **822,896** | **291,459** | **1,294,312** | **262,585** |
| Charles City | 6.8 | .0028 | 30.7 | 11.5 | 17.9 | 20.8 | 21.4 | 2.0 | 2,742 | 1,097 | 152 | | | 110 | |
| Chesterfield | 178.6 | .0727 | 30.4 | 9.6 | 21.3 | 25.0 | 15.2 | 58.7 | 1,090,161 | 239,620 | 65,395 | 220,131 | 41,073 | 182,237 | 60,908 |
| Colonial Heights city | 17.0 | .0069 | 35.6 | 9.4 | 15.5 | 23.8 | 27.1 | 5.9 | 99,758 | 17,005 | 9,469 | 16,424 | 1,707 | 21,969 | 5,576 |
| Colonial Heights | 17.0 | .0069 | 35.6 | 9.4 | 15.5 | 23.8 | 27.1 | 5.9 | 99,758 | 17,005 | 9,469 | 16,424 | 1,707 | 21,969 | 5,576 |
| Dinwiddie | 22.1 | .0090 | 33.5 | 10.5 | 16.2 | 22.2 | 25.3 | 6.2 | 33,580 | 15,994 | 3,621 | | 198 | 349 | 255 |
| Goochland | 13.1 | .0053 | 34.0 | 9.7 | 18.1 | 23.2 | 25.0 | 4.2 | 35,992 | 3,741 | 724 | 1,962 | 2,145 | 7,703 | 153 |
| Hanover | 58.4 | .0238 | 33.7 | 9.8 | 16.7 | 24.2 | 23.6 | 19.1 | 370,208 | 87,443 | 30,632 | 12,631 | 9,766 | 37,143 | 18,032 |
| Henrico | 200.5 | .0816 | 33.2 | 10.3 | 19.8 | 21.1 | 25.3 | 76.8 | 1,732,907 | 313,089 | 150,697 | 298,635 | 105,436 | 412,905 | 80,129 |
| Hopewell city | 24.0 | .0098 | 32.5 | 11.0 | 17.0 | 19.9 | 25.8 | 9.0 | 143,567 | 31,840 | 12,855 | 25,279 | 7,580 | 14,456 | 12,441 |
| Hopewell | 24.0 | .0098 | 32.5 | 11.0 | 17.0 | 19.9 | 25.8 | 9.0 | 143,567 | 31,840 | 12,855 | 25,279 | 7,580 | 14,456 | 12,441 |
| New Kent | 11.1 | .0046 | 32.0 | 9.0 | 19.9 | 21.5 | 22.6 | 3.9 | 22,239 | 6,852 | 1,464 | 491 | 82 | 5,561 | 740 |
| Petersburg city | 40.6 | .0165 | 33.1 | 11.3 | 16.5 | 18.2 | 28.7 | 15.2 | 378,643 | 46,018 | 23,547 | 82,524 | 24,221 | 103,609 | 18,138 |
| • Petersburg | 40.6 | .0165 | 33.1 | 11.3 | 16.5 | 18.2 | 28.7 | 15.2 | 378,643 | 46,018 | 23,547 | 82,524 | 24,221 | 103,609 | 18,138 |
| Powhatan | 13.9 | .0057 | 31.2 | 9.5 | 23.1 | 23.3 | 17.9 | 3.8 | 30,818 | 9,904 | 235 | 1,421 | 363 | 14,160 | 701 |
| Prince George | 26.2 | .0107 | 27.2 | 17.0 | 21.7 | 21.1 | 11.9 | 6.5 | 97,914 | 23,325 | 11,248 | 2,137 | 2,349 | 39,269 | |
| Richmond city | 217.1 | .0884 | 33.1 | 13.5 | 20.0 | 16.3 | 29.9 | 88.5 | 2,018,051 | 471,753 | 192,764 | 161,261 | 96,539 | 454,841 | 65,512 |
| • Richmond | 217.1 | .0884 | 33.1 | 13.5 | 20.0 | 16.3 | 29.9 | 88.5 | 2,018,051 | 471,753 | 192,764 | 161,261 | 96,539 | 454,841 | 65,512 |
| SUBURBAN TOTAL | 571.7 | .2329 | 31.9 | 10.3 | 19.6 | 22.8 | 21.2 | 196.1 | 3,659,886 | 754,910 | 286,492 | 579,111 | 170,699 | 735,862 | 178,935 |
| **ROANOKE** | **229.6** | **.0935** | **34.7** | **9.8** | **17.7** | **20.6** | **28.8** | **88.0** | **1,594,890** | **340,695** | **145,076** | **247,370** | **105,652** | **278,209** | **67,934** |
| Botetourt | 25.9 | .0106 | 34.5 | 8.2 | 17.1 | 23.3 | 25.9 | 9.0 | 71,682 | 11,409 | 4,898 | 860 | 1,708 | 7,372 | 1,356 |
| Roanoke | 77.2 | .0314 | 34.2 | 9.0 | 18.1 | 24.5 | 24.1 | 26.9 | 351,599 | 102,385 | 30,413 | 62,960 | 30,447 | 19,433 | 15,821 |
| Roanoke city | 102.5 | .0417 | 35.1 | 10.0 | 17.9 | 17.0 | 33.1 | 43.2 | 950,145 | 170,463 | 95,606 | 168,428 | 65,233 | 184,550 | 38,807 |
| • Roanoke | 102.5 | .0417 | 35.1 | 10.0 | 17.9 | 17.0 | 33.1 | 43.2 | 950,145 | 170,463 | 95,606 | 168,426 | 65,233 | 184,550 | 38,807 |
| Salem city | 24.0 | .0098 | 34.5 | 13.2 | 16.8 | 20.8 | 28.4 | 8.9 | 221,464 | 56,438 | 14,159 | 15,122 | 8,264 | 66,854 | 11,950 |
| Salem | 24.0 | .0098 | 34.5 | 13.2 | 16.8 | 20.8 | 28.4 | 8.9 | 221,464 | 56,438 | 14,159 | 15,122 | 8,264 | 66,854 | 11,950 |
| SUBURBAN TOTAL | 127.1 | .0518 | 34.3 | 9.6 | 17.6 | 23.6 | 25.3 | 44.8 | 644,745 | 170,232 | 49,470 | 78,942 | 40,419 | 93,659 | 29,127 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Accomack | 32.2 | .0131 | 37.5 | 8.7 | 14.0 | 18.4 | 34.7 | 11.8 | 158,206 | 49,553 | 14,966 | 14,158 | 6,128 | 17,024 | 6,390 |
| ☐ Alexandria city | 112.0 | .0456 | 32.9 | 11.2 | 28.3 | 20.9 | 23.1 | 55.5 | 1,283,362 | 160,027 | 143,136 | 234,181 | 67,082 | 424,996 | 40,721 |
| Alexandria | 112.0 | .0456 | 32.9 | 11.2 | 28.3 | 20.9 | 23.1 | 55.5 | 1,283,362 | 160,027 | 143,136 | 234,181 | 67,082 | 424,996 | 40,721 |
| Alleghany | 14.3 | .0058 | 33.8 | 8.6 | 16.4 | 22.6 | 25.3 | 4.6 | 872 | 530 | 143 | 146 | | | |

Richmond, Virginia

25th in the nation in metro ranking*

*Based on job generation, rate of new business start-ups, and percentage of young companies enjoying high growth rates.

*Inc./March 1988*

**Nothing Delivers Advertising Like The Richmond Newspapers.**

Richmond, VA 23293 An affiliate of Media General Represented nationally by Sawyer-Ferguson-Walker Company.

| **VA.** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| Amelia | 8.8 | .0036 | 34.0 | 9.5 | 15.6 | 21.3 | 27.1 | 2.7 | 21,665 | 4,932 | 534 | 774 | 389 | 6,303 | 1,371 |
| Appomattox | 12.9 | .0052 | 34.5 | 9.1 | 14.9 | 22.0 | 27.3 | 4.5 | 51,382 | 12,762 | 3,128 | 795 | 665 | 16,864 | 3,114 |
| ☐ Arlington | 158.9 | .0647 | 33.7 | 13.0 | 25.9 | 20.4 | 26.4 | 75.5 | 1,422,350 | 243,754 | 175,786 | 123,691 | 97,932 | 459,143 | 84,004 |
| ● Arlington | 158.9 | .0647 | 33.7 | 13.0 | 25.9 | 20.4 | 26.4 | 75.5 | 1,422,350 | 243,754 | 175,786 | 123,691 | 97,932 | 459,143 | 84,004 |
| Augusta | 54.9 | .0223 | 34.0 | 9.5 | 17.3 | 22.5 | 25.7 | 18.4 | 272,684 | 50,782 | 14,017 | 8,255 | 2,555 | 103,814 | 3,158 |
| Bath | 5.7 | .0024 | 35.8 | 9.4 | 16.2 | 22.9 | 28.4 | 1.9 | 10,935 | 3,516 | 295 | 527 | 1,057 | 275 | 347 |
| Bedford | 41.5 | .0169 | 33.9 | 8.5 | 18.0 | 22.2 | 25.7 | 13.6 | 21,913 | 6,283 | 1,667 | 51 | 1,725 | 2,302 | 1,319 |
| Bedford city | 6.2 | .0025 | 40.9 | 8.8 | 14.1 | 17.7 | 39.6 | 2.4 | 108,416 | 38,399 | 6,262 | 16,385 | 2,581 | 18,412 | 4,019 |
| Bedford | 6.2 | .0025 | 40.9 | 8.8 | 14.1 | 17.7 | 39.6 | 2.4 | 108,416 | 38,399 | 6,262 | 16,385 | 2,581 | 18,412 | 4,019 |
| Bland | 6.5 | .0026 | 33.3 | 9.8 | 20.2 | 19.8 | 26.8 | 2.2 | 8,799 | 1,862 | 363 | | 121 | 4,572 | 198 |
| ☐ Bristol city | 18.4 | .0075 | 36.6 | 10.6 | 14.9 | 19.4 | 32.8 | 7.3 | 231,679 | 32,688 | 18,112 | 51,536 | 11,698 | 56,416 | 4,123 |
| ● Bristol | 18.4 | .0075 | 36.6 | 10.6 | 14.9 | 19.4 | 32.8 | 7.3 | 231,679 | 32,688 | 18,112 | 51,536 | 11,698 | 56,416 | 4,123 |
| Brunswick | 15.9 | .0064 | [illegible] | 11.8 | 14.5 | 17.8 | 29.5 | 5.0 | 37,962 | 14,599 | 1,305 | 1,343 | 587 | 10,185 | 1,774 |
| Buchanan | 37.9 | .0155 | 28.8 | 11.3 | 18.1 | 21.1 | 17.7 | 12.1 | 128,363 | 21,588 | 8,399 | 15,449 | 10,953 | 20,959 | 10,209 |
| Buckingham | 12.5 | .0050 | 33.7 | 9.5 | 15.0 | 18.5 | 29.6 | 3.9 | 24,372 | 7,666 | 1,378 | 2,879 | 189 | 5,102 | 373 |
| Buena Vista city | 6.6 | .0027 | 33.6 | 10.6 | 16.2 | 21.5 | 26.2 | 2.3 | 31,277 | 11,156 | 3,154 | 1,996 | 1,216 | 1,954 | 2,164 |
| Buena Vista | 6.6 | .0027 | 33.6 | 10.6 | 16.2 | 21.5 | 26.2 | 2.3 | 31,277 | 11,156 | 3,154 | 1,996 | 1,216 | 1,954 | 2,164 |
| Caroline | 20.1 | .0082 | 31.8 | 10.5 | 16.6 | 20.2 | 24.4 | 6.4 | 46,155 | 13,314 | 4,126 | 634 | 890 | 12,066 | 1,673 |
| Carroll | 27.7 | .0112 | 35.7 | 8.4 | 16.0 | 21.4 | 29.8 | 9.5 | 69,674 | 15,426 | 5,212 | 8,925 | 2,260 | 10,586 | 5,116 |
| Charlotte | 11.9 | .0049 | 35.3 | 9.1 | 13.6 | 19.3 | 31.0 | 4.0 | 21,167 | 9,518 | 910 | 1,195 | 505 | 3,215 | 1,253 |
| Clarke | 10.9 | .0044 | 35.7 | 7.6 | 17.3 | 21.3 | 29.8 | 3.9 | 32,592 | 9,375 | 3,427 | 716 | 969 | 5,771 | 328 |
| Clifton Forge city | 5.1 | .0021 | 40.5 | 8.4 | 12.9 | 17.4 | 39.7 | 2.0 | 24,880 | 9,342 | 1,051 | 1,933 | 682 | 4,491 | 2,546 |
| Clifton Forge | 5.1 | .0021 | 40.5 | 8.4 | 12.9 | 17.4 | 39.7 | 2.0 | 24,880 | 9,342 | 1,051 | 1,933 | 682 | 4,491 | 2,546 |
| Covington city | 8.1 | .0033 | 37.6 | 10.1 | 15.0 | 17.6 | 35.6 | 3.0 | 123,146 | 29,035 | 9,128 | 11,970 | 5,048 | 31,121 | 3,718 |
| Covington | 8.1 | .0033 | 37.6 | 10.1 | 15.0 | 17.6 | 35.6 | 3.0 | 123,146 | 29,035 | 9,128 | 11,970 | 5,048 | 31,121 | 3,718 |
| Craig | 4.4 | .0018 | 35.3 | 8.8 | 17.0 | 21.5 | 29.1 | 1.5 | 4,940 | 2,546 | 486 | | 92 | 144 | 59 |
| Culpeper | 25.6 | .0104 | 33.6 | 9.0 | 16.7 | 20.8 | 26.9 | 8.6 | 113,476 | 30,387 | 7,021 | 20,710 | 8,297 | 15,440 | 6,583 |
| Cumberland | 8.5 | .0035 | 33.9 | 8.2 | 14.4 | 20.0 | 28.4 | 2.8 | 22,412 | 9,677 | 418 | 1,556 | 2,002 | 494 | 209 |
| Dickenson | 20.7 | .0084 | 30.7 | 10.3 | 17.0 | 20.2 | 22.6 | 6.9 | 63,533 | 19,300 | 3,237 | 3,453 | 1,912 | 18,238 | 2,378 |
| Emporia city | 4.7 | .0019 | 39.1 | 8.7 | 13.1 | 17.2 | 37.8 | 1.9 | 90,140 | 21,978 | 6,961 | 4,151 | 6,315 | 16,639 | 3,508 |
| Emporia | 4.7 | .0019 | 39.1 | 8.7 | 13.1 | 17.2 | 37.8 | 1.9 | 90,140 | 21,978 | 6,961 | 4,151 | 6,315 | 16,639 | 3,508 |
| Essex | 9.4 | .0038 | 35.2 | 8.6 | 16.1 | 19.0 | 31.2 | 3.1 | 78,920 | 20,842 | 8,613 | 8,090 | 4,115 | 11,391 | 5,380 |
| ☐ Fairfax | 721.2 | .2937 | 32.3 | 9.2 | 20.1 | 27.4 | 17.2 | 260.9 | 6,229,004 | 1,169,986 | 501,429 | 826,209 | 536,019 | 1,388,328 | 223,677 |
| ☐ Fairfax city | 19.7 | .0080 | 32.0 | 12.8 | 20.2 | 23.4 | 20.6 | 7.1 | 944,374 | 99,699 | 74,015 | 166,207 | 91,068 | 297,516 | 39,239 |
| Fairfax | 19.7 | .0080 | 32.0 | 12.8 | 20.2 | 23.4 | 20.6 | 7.1 | 944,374 | 99,699 | 74,015 | 166,207 | 91,068 | 297,516 | 39,239 |
| ☐ Falls Church city | 9.6 | .0040 | 37.2 | 8.3 | 21.1 | 22.4 | 31.3 | 4.5 | 342,401 | 39,547 | 19,319 | 60,759 | 14,632 | 135,558 | 12,205 |
| Falls Church | 9.6 | .0040 | 37.2 | 8.3 | 21.1 | 22.4 | 31.3 | 4.5 | 342,401 | 39,547 | 19,319 | 60,759 | 14,632 | 135,558 | 12,205 |
| Fauquier | 45.1 | .0183 | 33.0 | 9.5 | 17.1 | 23.7 | 22.8 | 15.1 | 197,503 | 60,289 | 19,341 | 2,729 | 3,501 | 31,907 | 11,326 |
| Floyd | 12.4 | .0051 | 36.5 | 8.8 | 15.5 | 20.5 | 31.8 | 4.5 | 29,029 | 7,298 | 887 | 1,115 | 2,863 | 11,247 | 175 |
| Franklin | 38.1 | .0155 | 33.2 | 11.3 | 16.8 | 21.6 | 25.4 | 12.9 | 95,732 | 32,251 | 6,694 | 3,684 | 3,460 | 16,048 | 7,055 |
| Franklin city | 7.7 | .0031 | 33.9 | 10.2 | 15.3 | 17.4 | 31.0 | 2.6 | 70,365 | 12,584 | 6,167 | 10,001 | 6,066 | 9,313 | 8,142 |
| Franklin | 7.7 | .0031 | 33.9 | 10.2 | 15.3 | 17.4 | 31.0 | 2.6 | 70,365 | 12,584 | 6,167 | 10,001 | 6,066 | 9,313 | 8,142 |
| Frederick | 38.9 | .0159 | 32.2 | 9.0 | 18.2 | 23.5 | 21.4 | 12.6 | 154,159 | 34,842 | 5,975 | 7,253 | 7,434 | 46,120 | 1,880 |
| Fredericksburg city | 19.3 | .0078 | 33.2 | 18.5 | 15.9 | 16.4 | 30.8 | 7.6 | 404,523 | 61,223 | 43,846 | 42,802 | 32,841 | 72,287 | 21,659 |
| Fredericksburg | 19.3 | .0078 | 33.2 | 18.5 | 15.9 | 16.4 | 30.8 | 7.6 | 404,523 | 61,223 | 43,846 | 42,802 | 32,841 | 72,287 | 21,659 |
| Galax city | 7.0 | .0029 | 39.8 | 8.7 | 14.7 | 19.6 | 37.0 | 3.0 | 97,292 | 26,346 | 8,940 | 13,541 | 6,769 | 15,032 | 3,606 |
| Galax | 7.0 | .0029 | 39.8 | 8.7 | 14.7 | 19.6 | 37.0 | 3.0 | 97,292 | 26,346 | 8,940 | 13,541 | 6,769 | 15,032 | 3,606 |
| Giles | 17.9 | .0072 | 35.0 | 8.6 | 15.9 | 20.3 | 29.7 | 6.2 | 93,328 | 31,249 | 2,553 | 7,162 | 4,490 | 26,162 | 4,863 |
| Grayson | 16.9 | .0069 | 36.5 | 8.7 | 15.4 | 21.0 | 31.2 | 6.3 | 32,316 | 10,178 | 1,529 | 4,497 | 2,238 | 8,306 | 1,095 |
| Greensville | 10.4 | .0043 | 31.4 | 9.5 | 15.6 | 18.7 | 25.6 | 3.1 | 2,718 | 2,378 | | | | | 137 |
| Halifax | 30.0 | .0122 | 34.3 | 9.5 | 15.8 | 19.9 | 28.9 | 9.6 | 28,056 | 7,632 | 1,371 | 1,169 | 929 | 3,265 | 1,280 |
| Harrisonburg city | 29.0 | .0118 | 27.2 | 31.0 | 14.6 | 14.8 | 23.8 | 9.5 | 439,418 | 89,551 | 39,935 | 101,395 | 31,897 | 72,064 | 18,947 |
| Harrisonburg | 29.0 | .0118 | 27.2 | 31.0 | 14.6 | 14.8 | 23.8 | 9.5 | 439,418 | 89,551 | 39,935 | 101,395 | 31,897 | 72,064 | 18,947 |
| Henry | 59.9 | .0244 | 33.1 | 10.0 | 16.6 | 23.9 | 22.9 | 20.7 | 235,417 | 69,494 | 17,427 | 6,990 | 7,825 | 44,877 | 12,651 |

Shop Talk.

Let's discuss the facts: Virginia's largest market west of Richmond. Nearly $1.6 billion in annual retail sales. A quarter million daily readers. The nation's sixth highest metro penetration at 76.5%.

Let's talk some more. Call or write today.

Roanoke Times & World-News

Source: S&MM Survey of Buying Power 1988; Circulation '87/'88
P.O. Box 2491, Roanoke, Va 24010. Phone (703) 981-3261. Or contact your Branham representative

## METRO & COUNTY TOTALS

**VA. (cont.)** POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA — County — City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Highland | 3.0 | .0012 | 36.9 | 10.1 | 16.5 | 19.3 | 33.3 | 1.1 | 5,960 | 501 | 547 | 245 | 580 | 688 | |
| Isle of Wight | 25.3 | .0103 | 32.7 | 9.9 | 17.2 | 21.4 | 24.7 | 8.4 | 71,222 | 28,623 | 6,044 | 3,773 | 924 | 14,295 | 4,442 |
| King and Queen | 6.3 | .0026 | 35.0 | 9.1 | 15.9 | 18.8 | 31.3 | 2.3 | 6,354 | 2,492 | 276 | 307 | 170 | 1,929 | |
| King George | 12.9 | .0053 | 31.6 | 8.8 | 17.7 | 22.5 | 21.5 | 4.2 | 20,532 | 5,296 | 1,367 | 709 | 424 | 5,904 | 943 |
| King William | 10.3 | .0041 | 33.3 | 8.4 | 17.5 | 21.1 | 25.9 | 3.6 | 48,830 | 13,505 | 864 | 846 | 3,353 | 17,052 | 2,038 |
| Lancaster | 11.0 | .0045 | 43.0 | 7.7 | 12.4 | 17.8 | 41.9 | 4.3 | 68,871 | 20,627 | 2,548 | 3,666 | 3,974 | 19,546 | 2,283 |
| Lee | 27.7 | .0113 | 33.7 | 8.9 | 15.7 | 18.8 | 29.1 | 9.5 | 49,649 | 18,222 | 2,549 | 4,499 | 1,365 | 8,100 | 2,844 |
| Lexington city | 7.1 | .0029 | 24.9 | 36.2 | 10.8 | 13.5 | 25.4 | 2.2 | 72,965 | 22,089 | 10,753 | 5,968 | 4,106 | 11,162 | 3,857 |
| Lexington | 7.1 | .0029 | 24.9 | 36.2 | 10.8 | 13.5 | 25.4 | 2.2 | 72,965 | 22,089 | 10,753 | 5,968 | 4,106 | 11,162 | 3,857 |
| ☐ Loudoun | 75.4 | .0299 | 31.4 | 7.9 | 20.1 | 25.8 | 16.9 | 24.6 | 429,038 | 144,425 | 25,747 | 20,733 | 22,966 | 73,007 | 26,091 |
| Louisa | 20.1 | .0082 | 34.1 | 9.4 | 15.5 | 20.6 | 28.0 | 6.8 | 53,223 | 21,073 | 2,904 | 3,751 | 1,867 | 6,747 | 2,035 |
| Lunenburg | 12.3 | .0050 | 35.7 | 8.7 | 14.5 | 19.1 | 31.9 | 4.2 | 33,402 | 10,690 | 803 | 3,190 | 973 | 5,191 | 1,365 |
| Madison | 11.2 | .0045 | 34.7 | 8.9 | 16.2 | 19.9 | 29.6 | 3.8 | 44,050 | 19,855 | 1,411 | 1,802 | 98 | 6,276 | 1,306 |
| ☐ Manassas city | 20.0 | .0082 | 29.0 | 10.3 | 24.1 | 21.1 | 14.5 | 6.8 | 329,506 | 69,264 | 20,876 | 17,189 | 9,608 | 137,595 | 6,612 |
| Manassas | 20.0 | .0082 | 29.0 | 10.3 | 24.1 | 21.1 | 14.5 | 6.8 | 329,506 | 69,264 | 20,876 | 17,189 | 9,608 | 137,595 | 6,612 |
| ☐ Manassas Park city | 7.3 | .0029 | 26.1 | 12.2 | 21.4 | 20.3 | 10.8 | 2.2 | 20,383 | 11,279 | 1,520 | | 1,003 | 3,013 | 1,814 |
| Manassas Park | 7.3 | .0029 | 26.1 | 12.2 | 21.4 | 20.3 | 10.8 | 2.2 | 20,383 | 11,279 | 1,520 | | 1,003 | 3,013 | 1,814 |
| Martinsville city | 19.0 | .0078 | 37.5 | 8.9 | 15.0 | 19.3 | 34.0 | 7.2 | 190,939 | 38,325 | 13,811 | 36,529 | 13,358 | 30,934 | 8,692 |
| Martinsville | 19.0 | .0078 | 37.5 | 8.9 | 15.0 | 19.3 | 34.0 | 7.2 | 190,939 | 38,325 | 13,811 | 36,529 | 13,358 | 30,934 | 8,692 |
| Mathews | 8.9 | .0037 | 42.2 | 7.5 | 12.4 | 19.2 | 40.6 | 3.7 | 24,146 | 11,001 | 1,060 | 252 | 901 | 2,930 | 1,269 |
| Mecklenburg | 30.3 | .0123 | 35.4 | 9.2 | 15.4 | 18.8 | 31.6 | 10.6 | 137,546 | 36,519 | 7,643 | 10,849 | 5,827 | 28,663 | 6,575 |
| Middlesex | 8.7 | .0035 | 41.8 | 7.4 | 13.1 | 18.4 | 40.1 | 3.4 | 29,622 | 11,514 | 2,180 | 1,206 | 1,377 | 1,686 | 1,186 |
| Montgomery | 68.5 | .0279 | 25.3 | 30.6 | 17.2 | 16.6 | 16.7 | 22.9 | 408,610 | 89,123 | 39,032 | 59,155 | 17,989 | 93,984 | 14,551 |
| Nelson | 12.3 | .0050 | 36.2 | 8.7 | 15.3 | 20.0 | 31.7 | 4.3 | 49,101 | 7,164 | 1,933 | 439 | 610 | 24,730 | 703 |
| Northampton | 14.9 | .0060 | 36.8 | 10.2 | 13.4 | 17.3 | 34.7 | 5.5 | 61,042 | 20,351 | 4,511 | 4,255 | 1,843 | 5,184 | 5,366 |
| Northumberland | 10.3 | .0042 | 43.2 | 8.0 | 12.3 | 17.5 | 42.2 | 4.1 | 44,813 | 16,093 | 1,659 | 1,811 | 127 | 4,135 | 6,342 |
| Norton city | 4.6 | .0019 | 33.5 | 10.2 | 16.0 | 18.4 | 29.1 | 1.6 | 120,825 | 19,530 | 7,191 | 17,725 | 2,726 | 37,281 | 6,706 |
| Norton | 4.6 | .0019 | 33.5 | 10.2 | 16.0 | 18.4 | 29.1 | 1.6 | 120,825 | 19,530 | 7,191 | 17,725 | 2,726 | 37,281 | 6,706 |
| Nottoway | 15.1 | .0062 | 38.2 | 8.7 | 13.1 | 18.8 | 35.4 | 5.3 | 64,137 | 14,752 | 4,551 | 2,991 | 7,020 | 14,342 | 4,274 |
| Orange | 21.2 | .0086 | 35.1 | 8.8 | 15.7 | 20.5 | 29.6 | 7.4 | 89,303 | 20,607 | 4,580 | 5,922 | 2,627 | 25,855 | 7,555 |
| Page | 20.9 | .0085 | 35.2 | 8.8 | 16.1 | 20.8 | 29.4 | 7.6 | 94,704 | 27,549 | 15,989 | 6,964 | 3,515 | 15,303 | 5,758 |
| Patrick | 18.[illegible] | [illegible]75 | 35.8 | 8.3 | 15.5 | 22.4 | 28.8 | 6.4 | 41,799 | 13,295 | 1,964 | 7,378 | 1,301 | 5,126 | 2,627 |
| Prince Edward | 17[illegible] | [illegible]72 | 29.7 | 22.0 | 12.7 | 16.0 | 27.2 | 5.2 | 120,484 | 23,847 | 11,735 | 18,193 | 10,345 | 24,402 | 7,769 |
| ☐ Prince William | 182[illegible] | [illegible]1 | 28.2 | 10.6 | 22.0 | 25.7 | 9.2 | 56.9 | 1,202,042 | 235,432 | 107,874 | 106,253 | 84,707 | 294,881 | 43,397 |
| Pulaski | 35.7 | [illegible]5 | 33.4 | 9.0 | 17.8 | 20.7 | 26.5 | 12.8 | 142,104 | 45,850 | 7,294 | 15,361 | 4,718 | 24,849 | 8,392 |
| Radford city | 14.1 | .0[illegible]7 | 24.7 | 35.7 | 12.6 | 14.5 | 21.1 | 3.9 | 79,524 | 14,507 | 4,827 | 5,805 | 5,667 | 25,333 | 5,359 |
| Radford | 14.1 | .0057 | 24.7 | 35.7 | 12.6 | 14.5 | 21.1 | 3.9 | 79,524 | 14,507 | 4,827 | 5,805 | 5,667 | 25,333 | 5,359 |
| Rappahannock | 6.8 | .0027 | 35.7 | 8.2 | 17.1 | 21.7 | 29.5 | 2.5 | 7,890 | 2,069 | 1,254 | 188 | 982 | 104 | |
| Richmond | 7.3 | .0030 | 36.6 | 9.3 | 15.3 | 20.5 | 31.8 | 2.6 | 29,107 | 13,320 | 2,302 | 1,773 | 3,083 | 3,439 | 1,160 |
| Rockbridge | 18.2 | .0075 | 32.7 | 15.0 | 15.3 | 20.4 | 26.1 | 5.9 | 126,157 | 18,904 | 8,396 | 738 | 3,915 | 25,938 | 1,623 |
| Rockingham | 55.2 | .0224 | 32.3 | 12.8 | 17.5 | 20.6 | 24.6 | 18.8 | 127,063 | 24,949 | 9,844 | 8,173 | 3,949 | 27,149 | 3,698 |
| Russell | 34.2 | .0140 | 31.9 | 10.2 | 18.1 | 20.5 | 23.9 | 11.7 | 80,217 | 26,158 | 5,821 | 5,226 | 6,676 | 14,793 | 3,756 |
| ☐ Scott | 25.6 | .0104 | 35.7 | 9.1 | 15.2 | 21.7 | 29.5 | 8.8 | 118,046 | 35,968 | 3,834 | 1,472 | 4,027 | 38,806 | 3,600 |
| Shenandoah | 30.3 | .0123 | 36.5 | 8.7 | 15.9 | 20.5 | 31.7 | 11.3 | 145,367 | 40,424 | 11,259 | 3,397 | 4,773 | 25,411 | 4,797 |
| Smyth | 33.5 | .0137 | 35.5 | 9.2 | 15.4 | 21.8 | 29.1 | 11.7 | 145,661 | 31,572 | 9,613 | 11,953 | 5,168 | 26,908 | 6,682 |
| Southampton | 18.1 | .0073 | 33.1 | 12.6 | 15.5 | 19.9 | 27.2 | 5.3 | 50,509 | 12,837 | 2,589 | 1,041 | 2,332 | 19,008 | 542 |
| South Boston city | 7.3 | .0030 | 36.9 | 7.7 | 15.5 | 18.4 | 34.2 | 2.6 | 125,565 | 28,483 | 8,783 | 21,735 | 9,366 | 17,385 | 6,713 |
| South Boston | 7.3 | .0030 | 36.9 | 7.7 | 15.5 | 18.4 | 34.2 | 2.6 | 125,565 | 28,483 | 8,783 | 21,735 | 9,366 | 17,385 | 6,713 |
| Spotsylvania | 41.8 | .0170 | 29.8 | 8.5 | 20.5 | 21.7 | 17.5 | 13.2 | 255,555 | 47,806 | 15,037 | 80,581 | 6,702 | 60,822 | 3,635 |
| ☐ Stafford | 54.2 | .0221 | 30.2 | 10.0 | 19.4 | 24.5 | 16.1 | 16.5 | 221,535 | 73,960 | 24,624 | 12,472 | 1,489 | 37,628 | 1,622 |
| Staunton city | 21.4 | .0087 | 37.1 | 11.1 | 15.9 | 20.4 | 32.6 | 7.8 | 186,989 | 46,913 | 15,492 | 39,937 | 12,978 | 20,543 | 11,196 |
| Staunton | 21.4 | .0087 | 37.1 | 11.1 | 15.9 | 20.4 | 32.6 | 7.8 | 186,989 | 46,913 | 15,492 | 39,937 | 12,978 | 20,543 | 11,196 |
| Surry | 6.4 | .0026 | 33.4 | 10.1 | 15.2 | 18.5 | 29.1 | 2.1 | 13,387 | 7,586 | 1,027 | 690 | 161 | 1,983 | 85 |

TAKE A CLOSER LOOK...

Take a closer look at the nation's 28th largest market, Hampton Roads, Virginia. With over 1.3 million people, Hampton Roads is the largest market on the East Coast between Washington, D.C. and Atlanta.

When it comes to covering this impressive market, come to the source: The Virginian-Pilot and The Ledger-Star. Daily, we reach 73% of the South Hampton Roads cities of Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk. Sunday coverage is 77%.

For more information on Hampton Roads, the market worth noticing, call or write:

Dale Bowen
General Advertising/Sales
Development Manager
(804) 446-2092

The Virginian-Pilot
AND
THE LEDGER-STAR
150 W. Brambleton Ave., Norfolk VA 23510

HAMPTON ROADS Norfolk • Virginia Beach • Newport News MSA

## VA. (cont.)

### POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sussex | 10.2 | .0042 | 33.5 | 9.7 | 15.7 | 19.2 | 28.4 | 3.4 | 68,487 | 23,159 | 7,520 | 1,625 | 2,013 | 10,060 | 2,773 |
| Tazewell | 51.4 | .0209 | 32.0 | 10.0 | 17.5 | 20.1 | 24.7 | 17.4 | 299,802 | 88,720 | 13,386 | 33,484 | 12,199 | 70,382 | 16,872 |
| Warren | 24.3 | .0099 | 34.9 | 8.9 | 16.3 | 21.3 | 28.6 | 9.1 | 120,430 | 39,134 | 9,889 | 10,218 | 4,916 | 18,748 | 5,019 |
| ☐ Washington | 50.2 | .0204 | 33.9 | 10.1 | 16.5 | 21.8 | 26.3 | 16.9 | 154,722 | 48,901 | 14,272 | 11,378 | 12,683 | 23,139 | 4,735 |
| Waynesboro city | 18.1 | .0073 | 36.1 | 9.8 | 15.5 | 20.9 | 30.7 | 7.0 | 172,605 | 35,724 | 14,586 | 19,821 | 12,165 | 41,451 | 8,266 |
| Waynesboro | 18.1 | .0073 | 36.1 | 9.8 | 15.5 | 20.9 | 30.7 | 7.0 | 172,605 | 35,724 | 14,586 | 19,821 | 12,165 | 41,451 | 8,266 |
| Westmoreland | 15.2 | .0062 | 37.8 | 8.5 | 13.4 | 18.4 | 35.2 | 5.8 | 46,729 | 16,862 | 4,580 | 2,079 | 494 | 14,074 | 2,020 |
| Winchester city | 21.6 | .0088 | 35.7 | 11.9 | 16.2 | 18.4 | 32.6 | 8.7 | 294,913 | 54,600 | 28,458 | 45,554 | 20,719 | 63,368 | 21,766 |
| Winchester | 21.6 | .0088 | 35.7 | 11.9 | 16.2 | 18.4 | 32.6 | 8.7 | 294,913 | 54,600 | 28,458 | 45,554 | 20,719 | 63,368 | 21,766 |
| Wise | 46.9 | .0191 | 31.2 | 11.0 | 17.5 | 18.7 | 24.7 | 15.4 | 210,260 | 77,850 | 10,723 | 20,197 | 4,659 | 33,442 | 9,864 |
| Wythe | 26.3 | .0107 | 34.6 | 9.0 | 16.2 | 20.9 | 28.4 | 9.4 | 182,426 | 35,806 | 14,138 | 12,848 | 6,243 | 34,464 | 9,526 |
| **TOTAL METRO COUNTIES** | **4,235.2** | **1.7245** | **31.5** | **12.3** | **19.6** | **21.9** | **21.2** | **1,524.4** | **31,820,780** | **6,093,650** | **2,819,034** | **4,148,386** | **2,104,527** | **7,389,731** | **1,204,568** |
| **TOTAL STATE** | **5,943.2** | **2.4196** | **32.0** | **12.0** | **18.8** | **21.4** | **22.9** | **2,111.1** | **40,131,393** | **8,199,209** | **3,434,823** | **5,021,664** | **2,497,371** | **9,074,800** | **1,599,009** |

## VA.

### EFFECTIVE BUYING INCOME—1987

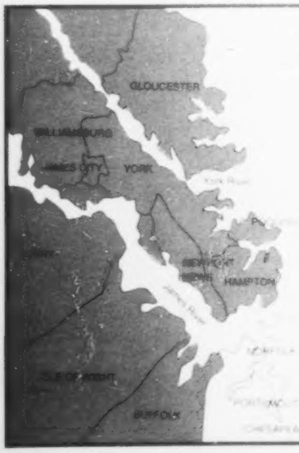
% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CHARLOTTESVILLE** | **1,652,158** | **25,441** | **22.4** | **26.6** | **17.6** | **16.7** | **.0559** |
| Albemarle | 970,023 | 30,118 | 19.3 | 26.7 | 18.8 | 23.1 | .0269 |
| Charlottesville city | 458,088 | 19,969 | 27.0 | 26.0 | 14.8 | 9.1 | .0228 |
| ● Charlottesville | 458,088 | 19,969 | 27.0 | 26.0 | 14.8 | 9.1 | .0228 |
| Fluvanna | 117,325 | 21,991 | 26.1 | 26.7 | 17.3 | 11.2 | .0033 |
| Greene | 106,722 | 29,567 | 15.9 | 28.2 | 24.3 | 15.7 | .0029 |
| SUBURBAN TOTAL | 1,194,070 | 28,890 | 19.8 | 27.0 | 19.1 | 20.8 | .0331 |
| **DANVILLE** | **1,190,038** | **22,612** | **24.2** | **28.2** | **16.5** | **11.1** | **.0384** |
| Danville city | 509,987 | 21,524 | 24.8 | 26.1 | 15.1 | 12.0 | .0198 |
| ● Danville | 509,987 | 21,524 | 24.8 | 26.1 | 15.1 | 12.0 | .0198 |
| Pittsylvania | 680,051 | 23,388 | 23.8 | 29.8 | 17.5 | 10.4 | .0186 |
| SUBURBAN TOTAL | 680,051 | 23,388 | 23.8 | 29.8 | 17.5 | 10.4 | .0186 |
| **LYNCHBURG** | **1,748,436** | **26,225** | **21.7** | **28.6** | **18.0** | **16.5** | **.0593** |
| Amherst | 330,369 | 27,556 | 21.0 | 30.1 | 20.8 | 14.8 | .0103 |
| Campbell | 551,614 | 27,783 | 19.9 | 29.6 | 20.4 | 16.6 | .0155 |
| Lynchburg city | 866,453 | 24,705 | 23.1 | 27.2 | 15.5 | 17.1 | .0335 |
| ● Lynchburg | 866,453 | 24,705 | 23.1 | 27.2 | 15.5 | 17.1 | .0335 |
| SUBURBAN TOTAL | 881,983 | 27,699 | 20.3 | 29.7 | 20.6 | 15.9 | .0258 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **16,510,866** | **27,249** | **20.9** | **26.9** | **18.8** | **18.6** | **.5344** |
| Chesapeake city | 1,630,106 | 29,941 | 17.9 | 28.6 | 21.8 | 18.7 | .0502 |
| Chesapeake | 1,630,106 | 29,941 | 17.9 | 28.6 | 21.8 | 18.7 | .0502 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Gloucester | 294,824 | 23,023 | 24.1 | 30.2 | 16.4 | 10.1 | .0095 |
| Hampton city | 1,601,419 | 28,197 | 20.9 | 27.5 | 19.3 | 19.1 | .0588 |
| ● Hampton | 1,601,419 | 28,197 | 20.9 | 27.5 | 19.3 | 19.1 | .0588 |
| James City | 362,910 | 30,340 | 19.4 | 25.4 | 19.2 | 23.5 | .0103 |
| Newport News city | 1,835,812 | 23,730 | 23.9 | 28.7 | 17.4 | 12.3 | .0622 |
| ● Newport News | 1,835,812 | 23,730 | 23.9 | 28.7 | 17.4 | 12.3 | .0622 |
| Norfolk city | 3,069,713 | 20,882 | 26.9 | 25.9 | 13.9 | 12.0 | .1082 |
| ● Norfolk | 3,069,713 | 20,882 | 26.9 | 25.9 | 13.9 | 12.0 | .1082 |
| Poquoson city | 138,162 | 36,667 | 14.5 | 23.3 | 25.9 | 26.8 | .0037 |
| Poquoson | 138,162 | 36,667 | 14.5 | 23.3 | 25.9 | 26.8 | .0037 |
| Portsmouth city | 1,313,613 | 24,822 | 22.0 | 26.3 | 16.8 | 16.6 | .0418 |
| ● Portsmouth | 1,313,613 | 24,822 | 22.0 | 26.3 | 16.8 | 16.6 | .0418 |
| Suffolk city | 584,987 | 25,534 | 21.0 | 25.6 | 18.5 | 16.7 | .0211 |
| ● Suffolk | 584,987 | 25,534 | 21.0 | 25.6 | 18.5 | 16.7 | .0211 |
| Virginia Beach city | 4,967,346 | 34,432 | 15.6 | 26.6 | 22.4 | 26.6 | .1439 |
| ● Virginia Beach | 4,967,346 | 34,432 | 15.6 | 26.6 | 22.4 | 26.6 | .1439 |
| Williamsburg city | 141,534 | 24,286 | 26.2 | 25.7 | 11.8 | 21.0 | .0097 |
| Williamsburg | 141,534 | 24,286 | 26.2 | 25.7 | 11.8 | 21.0 | .0097 |
| York | 570,440 | 35,594 | 15.4 | 26.7 | 22.2 | 28.7 | .0150 |
| SUBURBAN TOTAL | 3,137,976 | 29,843 | 18.6 | 27.9 | 20.7 | 20.1 | .0984 |
| **RICHMOND - PETERSBURG** | **11,162,577** | **29,697** | **18.8** | **26.5** | **20.3** | **20.7** | **.3600** |
| Charles City | 66,232 | 26,864 | 20.0 | 30.7 | 17.8 | 16.1 | .0018 |
| Chesterfield | 2,598,407 | 38,483 | 12.1 | 24.9 | 26.3 | 30.3 | .0763 |
| Colonial Heights city | 203,614 | 30,216 | 18.8 | 29.4 | 23.4 | 16.7 | .0065 |
| Colonial Heights | 203,614 | 30,216 | 18.8 | 29.4 | 23.4 | 16.7 | .0065 |
| Dinwiddie | 224,030 | 29,025 | 19.9 | 25.6 | 20.3 | 19.1 | .0059 |
| Goochland | 166,432 | 29,415 | 17.4 | 25.8 | 18.5 | 21.3 | .0044 |



How Can One Market Be Two?
THE NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA

Easy. Our MSA is divided (unofficially but traditionally) into Upper and Lower Hampton Roads. Norfolk newspapers reach less than 1% of Upper Hampton Roads. But our dailies deliver 75.1% net unduplicated coverage of all adults here daily and 78.4% Sundays. Adults in vital areas like Newport News, Hampton, Williamsburg and surrounding counties. So if you want to reach all of the MSA, buy the Daily Press and The Times-Herald, too.

National Reps:
Cresmer, Woodward,
O'Mara & Ormsbee, Inc.
(212) 750-4040 in N.Y.
Gen. Adv. Mgr.
Jerry Marple
(804) 247-4668

Member
NACON

Daily Press
The Times-Herald
Hampton Roads' Morning & Evening Newspapers
7505 Warwick Blvd., Newport News, VA 23607

# METRO & COUNTY TOTALS

## VA. (cont.) EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Hanover | 779,436 | 34,955 | 15.5 | 23.3 | 24.1 | 25.8 | .0241 |
| Henrico | 3,111,547 | 33,085 | 16.6 | 27.8 | 22.9 | 23.6 | .0986 |
| Hopewell city | 299,226 | 27,962 | 19.3 | 27.6 | 19.5 | 17.4 | .0095 |
| Hopewell | 299,226 | 27,962 | 19.3 | 27.6 | 19.5 | 17.4 | .0095 |
| New Kent | 140,726 | 31,081 | 14.4 | 29.7 | 23.3 | 18.9 | .0036 |
| Petersburg city | 400,418 | 19,050 | 27.4 | 26.6 | 12.2 | 9.0 | .0169 |
| ● Petersburg | 400,418 | 19,050 | 27.4 | 26.6 | 12.2 | 9.0 | .0169 |
| Powhatan | 145,732 | 32,773 | 15.1 | 26.2 | 24.4 | 21.3 | .0041 |
| Prince George | 255,030 | 27,485 | 22.3 | 30.8 | 20.6 | 15.7 | .0081 |
| Richmond city | 2,771,747 | 22,112 | 24.3 | 26.1 | 14.3 | 14.1 | .1002 |
| ● Richmond | 2,771,747 | 22,112 | 24.3 | 26.1 | 14.3 | 14.1 | .1002 |
| SUBURBAN TOTAL | 7,990,412 | 34,063 | 15.7 | 26.5 | 23.7 | 24.6 | .2429 |
| | | | | | | | |
| **ROANOKE** | **2,879,058** | **24,807** | **23.1** | **27.3** | **18.1** | **14.5** | **.0946** |
| Botetourt | 271,962 | 24,497 | 24.1 | 29.1 | 18.2 | 11.5 | .0078 |
| Roanoke | 1,074,336 | 32,992 | 16.3 | 28.1 | 23.6 | 22.5 | .0299 |
| Roanoke city | 1,237,610 | 20,709 | 26.6 | 26.3 | 14.7 | 10.4 | .0460 |
| ● Roanoke | 1,237,610 | 20,709 | 26.6 | 26.3 | 14.7 | 10.4 | .0460 |
| Salem city | 295,150 | 23,647 | 25.7 | 29.1 | 17.2 | 12.8 | .0109 |
| Salem | 295,150 | 23,647 | 25.7 | 29.1 | 17.2 | 12.8 | .0109 |
| SUBURBAN TOTAL | 1,641,448 | 29,383 | 19.8 | 28.3 | 21.3 | 18.4 | .0486 |
| | | | | | | | |
| **OTHER COUNTIES** | | | | | | | |
| Accomack | 314,680 | 18,266 | 27.9 | 23.3 | 11.4 | 11.1 | .0105 |
| ☐ Alexandria city | 2,728,836 | 37,895 | 12.8 | 25.3 | 19.5 | 34.8 | .0767 |
| Alexandria | 2,728,836 | 37,895 | 12.8 | 25.3 | 19.5 | 34.8 | .0767 |
| Alleghany | 163,653 | 29,000 | 18.0 | 27.1 | 20.7 | 19.5 | .0037 |
| Amelia | 72,443 | 21,561 | 26.9 | 30.9 | 14.6 | 8.3 | .0023 |
| Appomattox | 136,222 | 24,567 | 22.5 | 30.1 | 17.2 | 12.4 | .0042 |
| ☐ Arlington | 3,777,535 | 38,332 | 14.0 | 24.2 | 17.6 | 36.8 | .0996 |
| ● Arlington | 3,777,535 | 38,332 | 14.0 | 24.2 | 17.6 | 36.8 | .0996 |
| Augusta | 640,892 | 26,932 | 20.8 | 29.4 | 18.8 | 17.1 | .0197 |
| Bath | 53,805 | 17,983 | 31.5 | 19.3 | 13.9 | 11.2 | .0016 |
| Bedford | 405,154 | 24,384 | 23.3 | 31.9 | 17.5 | 11.3 | .0101 |
| Bedford city | 66,137 | 20,426 | 26.0 | 25.8 | 14.0 | 11.0 | .0036 |
| Bedford | 66,137 | 20,426 | 26.0 | 25.8 | 14.0 | 11.0 | .0036 |
| Bland | 56,886 | 22,164 | 23.3 | 36.2 | 14.0 | 5.7 | .0016 |
| ☐ Bristol city | 204,292 | 21,237 | 22.5 | 27.2 | 14.0 | 11.2 | .0092 |
| ● Bristol | 204,292 | 21,237 | 22.5 | 27.2 | 14.0 | 11.2 | .0092 |
| Brunswick | 120,706 | 17,329 | 32.1 | 24.3 | 11.7 | 6.7 | .0038 |
| Buchanan | 359,905 | 24,179 | 21.7 | 30.2 | 17.1 | 11.2 | .0112 |
| Buckingham | 88,548 | 17,055 | 30.0 | 26.6 | 9.9 | 5.8 | .0029 |
| Buena Vista city | 60,032 | 21,727 | 27.6 | 35.9 | 15.2 | 4.8 | .0022 |
| Buena Vista | 60,032 | 21,727 | 27.6 | 35.9 | 15.2 | 4.8 | .0022 |
| Caroline | 192,361 | 23,568 | 26.8 | 27.3 | 16.9 | 13.0 | .0055 |
| Carroll | 250,071 | 20,866 | 26.2 | 30.5 | 13.9 | 7.7 | .0074 |
| Charlotte | 95,231 | 17,392 | 26.4 | 26.5 | 11.7 | 6.9 | .0028 |
| Clarke | 154,845 | 28,893 | 18.0 | 29.2 | 16.8 | 22.5 | .0039 |
| Clifton Forge city | 61,072 | 22,500 | 23.2 | 23.3 | 16.5 | 15.4 | .0018 |
| Clifton Forge | 61,072 | 22,500 | 23.2 | 23.3 | 16.5 | 15.4 | .0018 |
| Covington city | 71,885 | 19,258 | 29.3 | 29.3 | 13.9 | 5.2 | .0042 |
| Covington | 71,885 | 19,258 | 29.3 | 29.3 | 13.9 | 5.2 | .0042 |
| Craig | 42,401 | 24,133 | 25.3 | 31.2 | 20.3 | 7.3 | .0012 |
| Culpeper | 249,897 | 22,449 | 23.6 | 28.4 | 15.4 | 11.5 | .0081 |
| Cumberland | 66,750 | 17,976 | 28.3 | 26.8 | 9.6 | 8.3 | .0021 |
| Dickenson | 178,361 | 20,789 | 24.8 | 31.0 | 13.9 | 6.8 | .0058 |
| Emporia city | 49,113 | 18,703 | 31.1 | 26.0 | 11.5 | 8.2 | .0027 |
| Emporia | 49,113 | 18,703 | 31.1 | 26.0 | 11.5 | 8.2 | .0027 |
| Essex | 74,217 | 18,206 | 30.6 | 28.1 | 9.6 | 7.0 | .0036 |
| ☐ Fairfax | 15,261,132 | 50,312 | 8.5 | 17.7 | 19.2 | 50.5 | .4178 |
| ☐ Fairfax city | 420,506 | 49,225 | 8.7 | 19.0 | 18.8 | 49.1 | .0265 |
| Fairfax | 420,506 | 49,225 | 8.7 | 19.0 | 18.8 | 49.1 | .0265 |
| ☐ Falls Church city | 254,469 | 45,442 | 10.4 | 19.6 | 20.5 | 45.2 | .0115 |
| Falls Church | 254,469 | 45,442 | 10.4 | 19.6 | 20.5 | 45.2 | .0115 |
| Fauquier | 582,350 | 30,355 | 19.3 | 25.3 | 19.0 | 23.2 | .0167 |
| Floyd | 115,799 | 20,413 | 25.1 | 29.3 | 14.1 | 7.4 | .0033 |
| Franklin | 372,159 | 23,015 | 25.5 | 31.8 | 15.9 | 9.6 | .0108 |
| Franklin city | 76,351 | 21,140 | 24.1 | 25.4 | 11.2 | 15.7 | .0033 |
| Franklin | 76,351 | 21,140 | 24.1 | 25.4 | 11.2 | 15.7 | .0033 |
| Frederick | 430,098 | 28,194 | 20.3 | 29.0 | 22.4 | 15.3 | .0129 |
| Fredericksburg city | 236,212 | 22,249 | 24.7 | 27.8 | 13.6 | 14.2 | .0130 |
| Fredericksburg | 236,212 | 22,249 | 24.7 | 27.8 | 13.6 | 14.2 | .0130 |
| Galax city | 81,341 | 17,963 | 34.6 | 26.3 | 11.4 | 6.0 | .0037 |
| Galax | 81,341 | 17,963 | 34.6 | 26.3 | 11.4 | 6.0 | .0037 |

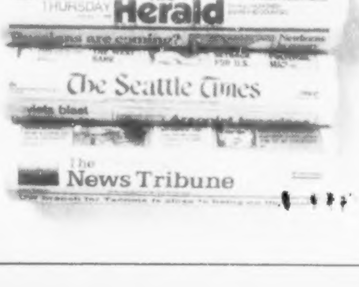
## EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| Giles | 177,270 | 22,519 | 26.2 | 31.1 | 14.7 | 10.4 | .0059 |
| Grayson | 167,051 | 19,839 | 29.1 | 31.8 | 10.9 | 7.0 | .0046 |
| Greensville | 74,097 | 18,048 | 28.1 | 27.3 | 11.1 | 7.0 | .0021 |
| Halifax | 279,980 | 22,819 | 23.4 | 28.8 | 17.2 | 10.8 | .0073 |
| Harrisonburg city | 292,661 | 19,729 | 28.6 | 24.6 | 13.8 | 10.9 | .0155 |
| Harrisonburg | 292,661 | 19,729 | 28.6 | 24.6 | 13.8 | 10.9 | .0155 |
| Henry | 626,474 | 24,929 | 23.1 | 33.1 | 17.6 | 10.9 | .0193 |
| Highland | 25,841 | 18,423 | 24.0 | 27.2 | 11.9 | 7.0 | .0007 |
| Isle of Wight | 267,878 | 26,231 | 20.0 | 29.0 | 20.3 | 13.3 | .0076 |
| King and Queen | 58,891 | 18,111 | 28.3 | 26.9 | 11.9 | 7.0 | .0015 |
| King George | 148,777 | 28,969 | 19.9 | 23.5 | 19.5 | 21.7 | .0039 |
| King William | 111,178 | 24,520 | 22.8 | 30.1 | 17.7 | 12.2 | .0035 |
| Lancaster | 127,695 | 21,233 | 25.3 | 24.2 | 14.7 | 13.4 | .0042 |
| Lee | 216,502 | 16,871 | 30.0 | 25.0 | 10.7 | 5.9 | .0067 |
| Lexington city | 81,873 | 21,980 | 24.8 | 22.6 | 13.0 | 19.0 | .0031 |
| Lexington | 81,873 | 21,980 | 24.8 | 22.6 | 13.0 | 19.0 | .0031 |
| ☐ Loudoun | 1,116,078 | 38,111 | 12.8 | 23.2 | 22.6 | 32.6 | .0317 |
| Louisa | 155,185 | 18,000 | 27.5 | 29.7 | 9.9 | 5.3 | .0050 |
| Lunenburg | 112,610 | 19,667 | 27.9 | 26.2 | 13.0 | 10.1 | .0035 |
| Madison | 102,630 | 21,759 | 24.9 | 32.6 | 14.2 | 8.1 | .0033 |
| ☐ Manassas city | 296,581 | 38,839 | 12.9 | 23.9 | 27.2 | 29.4 | .0126 |
| Manassas | 296,581 | 38,839 | 12.9 | 23.9 | 27.2 | 29.4 | .0126 |
| ☐ Manassas Park city | 76,493 | 31,574 | 13.0 | 38.6 | 26.4 | 13.6 | .0022 |
| Manassas Park | 76,493 | 31,574 | 13.0 | 38.6 | 26.4 | 13.6 | 0022 |
| Martinsville city | 252,121 | 25,208 | 22.3 | 27.2 | 14.9 | 18.8 | .0092 |
| Martinsville | 252,121 | 25,208 | 22.3 | 27.2 | 14.9 | 18.8 | .0092 |
| Mathews | 125,612 | 25,676 | 21.2 | 25.7 | 17.7 | 17.2 | .0031 |
| Mecklenburg | 303,651 | 21,784 | 24.0 | 27.8 | 14.9 | 11.0 | .0100 |
| Middlesex | 101,870 | 21,351 | 25.5 | 26.1 | 12.9 | 14.3 | .0029 |
| Montgomery | 786,894 | 23,864 | 24.2 | 26.0 | 15.1 | 16.6 | .0257 |
| Nelson | 130,147 | 21,725 | 24.9 | 23.8 | 16.3 | 13.0 | .0040 |
| Northampton | 135,908 | 18,179 | 26.4 | 24.2 | 11.6 | 9.5 | .0045 |
| Northumberland | 130,259 | 22,462 | 26.2 | 26.7 | 14.4 | 14.5 | .0036 |
| Norton city | 49,324 | 20,969 | 26.0 | 25.3 | 11.0 | 15.6 | .0035 |
| Norton | 49,324 | 20,969 | 26.0 | 25.3 | 11.0 | 15.6 | .0035 |
| Nottoway | 152,152 | 21,850 | 24.6 | 27.7 | 15.7 | 10.4 | .0050 |
| Orange | 227,486 | 23,136 | 24.9 | 26.3 | 16.2 | 14.4 | .0070 |
| Page | 205,404 | 20,922 | 28.2 | 28.9 | 14.4 | 8.9 | .0067 |
| Patrick | 188,381 | 22,767 | 25.8 | 27.7 | 18.3 | 9.4 | .0053 |
| Prince Edward | 137,585 | 18,825 | 27.2 | 27.6 | 11.3 | 8.2 | .0059 |
| ☐ Prince William | 2,690,335 | 41,637 | 10.6 | 22.3 | 26.6 | 35.4 | .0801 |
| Pulaski | 376,458 | 23,710 | 25.0 | 31.3 | 17.1 | 10.1 | .0116 |
| Radford city | 149,094 | 25,627 | 24.7 | 25.6 | 16.1 | 17.9 | .0050 |
| Radford | 149,094 | 25,627 | 24.7 | 25.6 | 16.1 | 17.9 | .0050 |
| Rappahannock | 75,212 | 22,867 | 23.7 | 26.4 | 15.3 | 13.4 | .0018 |
| Richmond | 71,574 | 21,397 | 23.9 | 29.1 | 13.5 | 10.6 | .0023 |
| Rockbridge | 152,621 | 20,683 | 26.9 | 29.7 | 13.9 | 8.1 | .0063 |
| Rockingham | 554,566 | 23,070 | 24.6 | 32.2 | 15.0 | 10.2 | .0156 |
| Russell | 292,247 | 19,867 | 26.6 | 28.6 | 13.7 | 7.4 | .0090 |
| ☐ Scott | 257,050 | 21,954 | 24.2 | 24.4 | 15.2 | 14.3 | .0064 |
| Shenandoah | 325,718 | 22,292 | 26.6 | 29.7 | 15.1 | 10.7 | .0103 |
| Smyth | 354,013 | 23,164 | 25.6 | 31.4 | 16.0 | 10.3 | .0111 |
| Southampton | 141,378 | 20,828 | 21.2 | 27.4 | 15.2 | 8.9 | .0046 |
| South Boston city | 74,944 | 22,231 | 24.1 | 31.1 | 13.1 | 11.1 | .0043 |
| South Boston | 74,944 | 22,231 | 24.1 | 31.1 | 13.1 | 11.1 | .0043 |
| Spotsylvania | 478,526 | 30,748 | 17.3 | 29.8 | 24.2 | 17.3 | .0159 |
| ☐ Stafford | 689,207 | 34,991 | 15.7 | 26.0 | 24.7 | 25.4 | .0195 |
| Staunton city | 242,592 | 23,438 | 24.6 | 28.9 | 17.0 | 12.2 | .0091 |
| Staunton | 242,592 | 23,438 | 24.6 | 28.9 | 17.0 | 12.2 | .0091 |
| Surry | 56,689 | 20,620 | 26.1 | 29.5 | 12.9 | 9.0 | .0016 |
| Sussex | 97,672 | 22,429 | 22.2 | 28.1 | 14.4 | 11.7 | .0037 |
| Tazewell | 415,362 | 18,827 | 28.8 | 30.3 | 11.3 | 5.4 | .0165 |
| Warren | 233,131 | 20,425 | 28.0 | 30.3 | 14.6 | 6.2 | .0080 |
| ☐ Washington | 484,710 | 21,164 | 26.5 | 28.1 | 14.8 | 9.6 | .0146 |
| Waynesboro city | 238,748 | 26,066 | 22.4 | 30.6 | 17.7 | 15.8 | .0085 |
| Waynesboro | 238,748 | 26,066 | 22.4 | 30.6 | 17.7 | 15.8 | .0085 |
| Westmoreland | 140,297 | 18,012 | 29.0 | 25.1 | 11.2 | 8.1 | .0043 |
| Winchester city | 288,943 | 23,061 | 26.1 | 25.1 | 14.8 | 16.4 | .0121 |
| Winchester | 288,943 | 23,061 | 26.1 | 25.1 | 14.8 | 16.4 | .0121 |
| Wise | 448,893 | 23,208 | 23.8 | 28.4 | 16.9 | 11.0 | .0149 |
| Wythe | 247,926 | 20,299 | 29.7 | 30.6 | 12.5 | 7.7 | .0097 |
| | | | | | | | |
| **TOTAL METRO COUNTIES** | **63,400,357** | **32,305** | **17.3** | **25.0** | **19.3** | **26.4** | **1.9530** |
| **TOTAL STATE** | **80,729,925** | **29,061** | **19.4** | **26.0** | **18.2** | **22.3** | **2.5225** |

# Washington

| S&MM ESTIMATES | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>**County**<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **BELLINGHAM** | **117.3** | **.0478** | **31.0** | **13.8** | **20.0** | **17.7** | **24.2** | **45.4** | **701,630** | **158,100** | **81,131** | **74,735** | **46,100** | **122,560** | **23,155** |
| Whatcom | 117.3 | .0478 | 31.0 | 13.8 | 20.0 | 17.7 | 24.2 | 45.4 | 701,630 | 158,100 | 81,131 | 74,735 | 46,100 | 122,560 | 23,155 |
| • Bellingham | 46.3 | .0189 | 30.6 | 19.9 | 20.4 | 15.0 | 26.0 | 19.4 | 480,449 | 104,160 | 53,585 | 61,766 | 34,405 | 80,615 | 18,708 |
| SUBURBAN TOTAL | 71.0 | .0289 | 31.2 | 9.9 | 19.8 | 19.4 | 23.0 | 26.0 | 221,181 | 53,940 | 27,546 | 12,969 | 11,695 | 41,945 | 4,447 |
| **BREMERTON** | **173.1** | **.0704** | **31.4** | **11.7** | **19.4** | **20.2** | **22.7** | **64.4** | **794,435** | **179,374** | **89,888** | **75,629** | **40,573** | **156,769** | **51,856** |
| Kitsap | 173.1 | .0704 | 31.4 | 11.7 | 19.4 | 20.2 | 22.7 | 64.4 | 794,435 | 179,374 | 89,888 | 75,629 | 40,573 | 156,769 | 51,856 |
| • Bremerton | 35.8 | .0146 | 29.6 | 20.5 | 19.0 | 14.1 | 25.7 | 14.5 | 411,787 | 65,769 | 46,322 | 65,348 | 26,099 | 100,549 | 29,369 |
| SUBURBAN TOTAL | 137.3 | .0558 | 31.8 | 9.4 | 19.7 | 21.8 | 21.9 | 49.9 | 382,648 | 113,605 | 43,566 | 10,281 | 14,474 | 56,220 | 22,487 |
| **OLYMPIA** | **151.5** | **.0617** | **31.8** | **10.1** | **19.4** | **20.7** | **23.1** | **59.5** | **885,377** | **226,900** | **86,116** | **119,944** | **49,393** | **157,343** | **32,217** |
| Thurston | 151.5 | .0617 | 31.8 | 10.1 | 19.4 | 20.7 | 23.1 | 59.5 | 885,377 | 226,900 | 86,116 | 119,944 | 49,393 | 157,343 | 32,217 |
| • Olympia | 31.2 | .0127 | 33.5 | 10.8 | 19.4 | 19.3 | 27.8 | 13.9 | 477,494 | 86,001 | 40,881 | 74,758 | 34,573 | 123,233 | 11,629 |
| SUBURBAN TOTAL | 120.3 | .0490 | 31.4 | 9.9 | 19.2 | 21.1 | 21.9 | 45.6 | 407,883 | 140,899 | 45,235 | 45,186 | 14,820 | 34,110 | 20,588 |
| **RICHLAND - KENNEWICK - PASCO** | **142.4** | **.0580** | **30.0** | **10.7** | **20.2** | **20.3** | **19.6** | **51.4** | **850,802** | **200,240** | **74,049** | **112,849** | **34,339** | **157,241** | **46,125** |
| Benton | 106.1 | .0432 | 30.3 | 10.4 | 20.6 | 21.5 | 18.9 | 38.3 | 588,664 | 147,833 | 51,649 | 85,978 | 28,509 | 79,104 | 34,325 |
| • Kennewick | 37.6 | .0153 | 28.7 | 13.0 | 23.9 | 18.9 | 16.0 | 14.2 | 355,977 | 78,000 | 26,774 | 63,858 | 15,577 | 45,608 | 20,263 |
| • Richland | 30.7 | .0125 | 32.9 | 9.2 | 17.9 | 23.3 | 23.0 | 11.5 | 171,970 | 48,367 | 18,210 | 21,582 | 9,941 | 17,605 | 12,743 |
| Franklin | 36.3 | .0148 | 28.9 | 11.3 | 19.2 | 17.0 | 21.3 | 13.1 | 262,138 | 52,407 | 22,400 | 26,871 | 5,830 | 78,137 | 11,800 |
| • Pasco | 18.9 | .0077 | 29.2 | 13.5 | 18.2 | 14.6 | 24.7 | 7.4 | 224,067 | 36,289 | 18,160 | 24,448 | 5,559 | 74,056 | 10,545 |
| SUBURBAN TOTAL | 55.2 | .0225 | 29.8 | 8.9 | 19.8 | 21.5 | 18.3 | 18.3 | 98,788 | 37,584 | 10,905 | 2,961 | 3,262 | 19,972 | 2,574 |
| **SEATTLE** | **1,796.8** | **.7316** | **32.6** | **11.1** | **20.8** | **21.3** | **23.7** | **724.0** | **13,063,631** | **2,642,904** | **1,570,527** | **1,406,424** | **673,442** | **2,625,887** | **471,413** |
| King | 1,395.2 | .5681 | 32.9 | 11.4 | 20.9 | 21.2 | 24.5 | 571.2 | 10,741,572 | 2,167,414 | 1,337,283 | 1,112,532 | 530,461 | 2,145,458 | 404,700 |
| • Auburn | 30.7 | .0125 | 31.3 | 13.3 | 19.3 | 19.3 | 23.5 | 12.6 | 361,659 | 62,952 | 21,425 | 1,907 | 14,511 | 185,353 | 13,396 |
| Bellevue | 82.5 | .0336 | 33.6 | 11.9 | 17.1 | 26.5 | 21.2 | 32.8 | 1,149,102 | 150,500 | 103,249 | 103,948 | 65,561 | 287,088 | 36,142 |
| • Seattle | 487.9 | .1986 | 34.2 | 13.1 | 22.9 | 16.8 | 31.2 | 227.7 | 4,075,580 | 746,373 | 608,023 | 411,667 | 198,412 | 723,036 | 135,155 |
| Snohomish | 401.6 | .1635 | 31.5 | 10.2 | 20.0 | 21.5 | 21.5 | 152.8 | 2,322,059 | 475,490 | 233,244 | 293,892 | 142,981 | 480,429 | 66,713 |
| • Everett | 61.9 | .0252 | 33.4 | 12.3 | 17.8 | 17.1 | 30.0 | 27.1 | 711,280 | 112,261 | 79,250 | 125,230 | 38,813 | 155,688 | 26,653 |
| SUBURBAN TOTAL | 1,216.3 | .4953 | 31.9 | 10.2 | 20.1 | 23.3 | 20.4 | 456.6 | 7,915,112 | 1,721,318 | 861,829 | 867,620 | 421,706 | 1,561,810 | 296,209 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,343.7*** | ***.9543*** | ***32.2*** | ***11.6*** | ***20.3*** | ***20.8*** | ***23.5*** | ***932.6*** | ***16,180,110*** | ***3,269,494*** | ***1,888,941*** | ***1,750,377*** | ***833,486*** | ***3,334,643*** | ***567,510*** |
| **SPOKANE** | **358.5** | **.1459** | **31.9** | **11.7** | **18.7** | **18.7** | **25.4** | **141.5** | **2,181,844** | **465,647** | **220,652** | **254,907** | **133,007** | **194,339** | **69,492** |
| Spokane | 358.5 | .1459 | 31.9 | 11.7 | 18.7 | 18.7 | 25.4 | 141.5 | 2,181,844 | 465,647 | 220,652 | 254,907 | 133,007 | 494,339 | 69,492 |
| • Spokane | 174.8 | .0712 | 33.1 | 12.4 | 18.7 | 15.8 | 30.7 | 76.3 | 1,388,958 | 284,499 | 140,766 | 193,305 | 93,659 | 289,708 | 47,978 |
| SUBURBAN TOTAL | 183.7 | .0747 | 30.6 | 11.1 | 18.4 | 21.6 | 20.4 | 65.2 | 792,886 | 181,148 | 79,886 | 61,602 | 39,348 | 204,631 | 21,514 |
| **TACOMA** | **546.9** | **.2227** | **30.9** | **13.1** | **18.6** | **19.5** | **22.8** | **208.6** | **3,116,479** | **626,590** | **318,414** | **343,953** | **160,044** | **708,756** | **96,097** |
| Pierce | 546.9 | 2227 | 30.9 | 13.1 | 18.6 | 19.5 | 22.8 | 208.6 | 3,116,479 | 626,590 | 318,414 | 343,953 | 160,044 | 708,756 | 96,097 |
| • Tacoma | 162.1 | .0660 | 32.5 | 11.8 | 18.2 | 16.8 | 28.7 | 69.1 | 1,460,138 | 213,454 | 146,809 | 255,361 | 83,270 | 371,966 | 40,737 |
| SUBURBAN TOTAL | 384.8 | .1567 | 30.2 | 13.6 | 18.7 | 20.6 | 20.5 | 139.5 | 1,656,341 | 413,136 | 171,605 | 88,592 | 76,774 | 336,790 | 55,360 |
| **VANCOUVER** | **216.6** | **.0882** | **31.0** | **9.5** | **19.7** | **20.6** | **21.5** | **81.4** | **900,285** | **219,687** | **108,483** | **171,375** | **43,451** | **156,114** | **37,330** |
| Clark | 216.6 | .0882 | 31.0 | 9.5 | 19.7 | 20.6 | 21.5 | 81.4 | 900,285 | 219,687 | 108,483 | 171,375 | 43,451 | 156,114 | 37,330 |
| • Vancouver | 44.5 | .0181 | 33.8 | 12.9 | 18.1 | 16.2 | 31.6 | 20.8 | 294,384 | 54,578 | 40,580 | 27,237 | 17,203 | 92,256 | 10,050 |
| SUBURBAN TOTAL | 172.1 | .0701 | 30.3 | 8.6 | 20.2 | 21.7 | 18.9 | 60.6 | 605,901 | 165,109 | 67,903 | 144,138 | 26,248 | 63,858 | 27,280 |
| **YAKIMA** | **185.6** | **.0755** | **32.3** | **9.8** | **16.8** | **18.8** | **26.6** | **68.9** | **962,053** | **234,288** | **92,954** | **107,099** | **36,054** | **204,829** | **31,793** |
| Yakima | 185.6 | .0755 | 32.3 | 9.8 | 16.8 | 18.8 | 26.6 | 68.9 | 962,053 | 234,288 | 92,954 | 107,099 | 36,054 | 204,829 | 31,793 |
| • Yakima | 50.0 | .0204 | 34.1 | 10.8 | 17.4 | 17.0 | 31.3 | 21.0 | 549,228 | 103,857 | 55,005 | 72,408 | 24,247 | 130,900 | 17,031 |
| SUBURBAN TOTAL | 135.6 | .0551 | 31.6 | 9.4 | 16.4 | 19.5 | 24.9 | 47.9 | 412,825 | 130,431 | 37,949 | 34,691 | 11,807 | 73,929 | 14,762 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 14.0 | .0057 | 30.3 | 8.9 | 16.9 | 19.2 | 22.8 | 5.2 | 57,956 | 18,102 | 6,338 | 1,825 | 1,801 | 7,863 | 3,030 |
| Asotin | 17.5 | .0072 | 33.4 | 9.4 | 16.7 | 18.4 | 29.0 | 7.0 | 58,612 | 23,739 | 8,313 | 45 | 3,531 | 4,237 | 3,828 |
| Chelan | 49.8 | .0202 | 35.5 | 9.3 | 16.6 | 19.2 | 31.5 | 20.7 | 331,941 | 64,231 | 31,104 | 30,482 | 18,346 | 74,445 | 15,566 |

SEATTLE PAPERS DON'T COVER SEATTLE.*



These do.

The fact is, 40% of the people in the Seattle-Tacoma CMSA reside in Snohomish County to the north, and Pierce County to the south.

And you just can't reach them with Seattle papers alone. You need a combo buy that reaches all the market and does it at a lower CPM. And with one-quarter the duplication.

**See the Seattle Sound Unit in SRDS**
**Represented Nationally by**
**Sawyer-Ferguson-Walker**

SOUND SOLUTION

Source: 1987 Scarborough; 1987 S & MM
*Seattle-Tacoma CMSA

| WASH. (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | % of Population by Age Group | | | | | | | | | | | |
| **METRO AREA**<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Clallam | 54.4 | .0222 | 33.9 | 10.0 | 17.5 | 17.7 | 30.3 | 21.9 | 274,065 | 62,520 | 27,248 | 30,165 | 11,730 | 57,569 | 14,594 |
| Columbia | 4.1 | .0016 | 39.5 | 5.4 | 14.8 | 18.8 | 37.4 | 1.6 | 12,523 | 4,942 | 1,633 | 594 | 430 | 670 | 440 |
| Cowlitz | 79.8 | .0325 | 32.0 | 9.7 | 18.4 | 19.7 | 24.8 | 30.9 | 480,384 | 124,026 | 54,067 | 65,215 | 18,528 | 109,129 | 14,860 |
| Douglas | 24.3 | .0099 | 32.6 | 8.8 | 18.2 | 21.6 | 24.1 | 9.5 | 110,764 | 46,407 | 10,823 | 4,641 | 2,190 | 8,952 | 6,724 |
| Ferry | 6.3 | .0026 | 29.7 | 10.2 | 19.2 | 19.0 | 20.8 | 2.1 | 11,023 | 6,167 | 911 | | 280 | 2,112 | 266 |
| Garfield | 2.3 | .0009 | 38.9 | 6.2 | 14.3 | 19.1 | 36.0 | 1.0 | 3,192 | 1,547 | 232 | | 114 | 70 | 305 |
| Grant | 54.2 | .0221 | 31.3 | 9.6 | 16.5 | 18.9 | 25.1 | 20.1 | 244,203 | 67,958 | 27,854 | 6,957 | 7,817 | 45,620 | 12,051 |
| Grays Harbor | 63.6 | .0259 | 33.3 | 9.6 | 17.2 | 18.9 | 28.2 | 25.2 | 332,310 | 104,265 | 39,258 | 16,905 | 22,360 | 49,430 | 17,731 |
| Island | 52.3 | .0212 | 31.4 | 12.7 | 18.6 | 18.5 | 24.8 | 19.8 | 186,337 | 57,720 | 25,081 | 5,190 | 14,866 | 34,591 | 6,547 |
| Jefferson | 18.9 | .0077 | 37.0 | 7.0 | 17.8 | 18.6 | 34.1 | 7.9 | 75,946 | 24,480 | 7,484 | 1,741 | 1,852 | 4,539 | 791 |
| Kittitas | 24.9 | .0102 | 30.3 | 19.9 | 17.1 | 16.8 | 25.1 | 9.8 | 149,281 | 41,124 | 20,476 | 11,355 | 4,008 | 25,106 | 1,667 |
| Klickitat | 16.5 | .0067 | 32.6 | 8.5 | 18.2 | 18.9 | 26.7 | 6.2 | 47,925 | 14,370 | 4,274 | 673 | 846 | 12,114 | 2,099 |
| Lewis | 58.1 | .0237 | 33.7 | 8.8 | 15.9 | 19.1 | 28.8 | 22.4 | 334,838 | 87,836 | 34,814 | 36,850 | 11,383 | 58,637 | 15,718 |
| Lincoln | 9.5 | .0038 | 37.5 | 6.5 | 15.1 | 19.4 | 34.0 | 3.8 | 26,655 | 10,637 | 2,233 | 565 | 149 | 5,074 | 1,628 |
| Mason | 36.4 | .0148 | 34.4 | 10.6 | 16.3 | 18.5 | 30.5 | 14.2 | 132,091 | 52,519 | 13,275 | 7,458 | 5,409 | 16,019 | 3,049 |
| Okanogan | 32.8 | .0134 | 33.4 | 8.1 | 17.2 | 20.1 | 27.2 | 12.8 | 166,558 | 46,323 | 16,570 | 29,559 | 5,533 | 19,918 | 6,950 |
| Pacific | 17.3 | .0070 | 38.2 | 7.8 | 15.2 | 17.0 | 36.8 | 7.4 | 65,711 | 22,323 | 10,245 | 3,628 | 993 | 4,430 | 2,958 |

START A SAVINGS PLAN IN SEATTLE.

Our frequency plans help you build awareness, move products and save up to 30% in America's 15th largest market.

Together, The Seattle Times and Seattle Post-Intelligencer deliver more than a million affluent readers, ready to buy.

To reach them more frequently, contact your CWO&O representative.

The Seattle Times and Seattle Post-Intelligencer

The Seattle Times: Publisher of The Seattle Times and representing the Seattle Post-Intelligencer

## WASH. (cont.)

### POPULATION—12/31/87

### RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pend Oreille | 9.1 | .0037 | 33.5 | 6.9 | 16.2 | 20.4 | 27.2 | 3.3 | 38,900 | 20,954 | 2,074 | 305 | 191 | 4,936 | 2,120 |
| San Juan | 9.5 | .0039 | 38.5 | 5.7 | 19.7 | 18.3 | 36.7 | 4.2 | 36,889 | 14,869 | 4,267 | 749 | 290 | 1,256 | 848 |
| Skagit | 70.2 | .0285 | 34.1 | 9.0 | 17.7 | 19.1 | 29.4 | 28.1 | 504,908 | 125,775 | 55,920 | 15,831 | 19,754 | 139,210 | 23,268 |
| Skamania | 8.2 | .0034 | 32.3 | 8.7 | 18.1 | 21.5 | 23.5 | 3.1 | 9,185 | 4,483 | 1,294 | 330 |  | 432 | 279 |
| Stevens | 31.8 | .0130 | 31.0 | 7.7 | 18.6 | 20.3 | 22.2 | 11.0 | 90,794 | 26,744 | 9,562 | 2,453 | 4,176 | 17,102 | 2,795 |
| Wahkiakum | 3.5 | .0014 | 34.0 | 7.2 | 16.5 | 18.4 | 29.9 | 1.4 | 6,691 | 3,917 | 987 | 210 | 93 | 141 |  |
| Walla Walla | 48.2 | .0196 | 33.2 | 13.0 | 17.3 | 18.0 | 28.9 | 18.0 | 243,786 | 52,651 | 22,591 | 24,191 | 13,110 | 58,604 | 13,235 |
| Whitman | 42.7 | .0174 | 25.6 | 30.6 | 17.6 | 14.7 | 18.9 | 15.2 | 122,861 | 41,394 | 10,281 | 1,570 | 4,596 | 28,878 | 4,772 |
| **TOTAL METRO COUNTIES** | **3,688.7** | **1.5018** | **31.9** | **11.4** | **19.9** | **20.4** | **23.5** | **1,445.1** | **23,456,536** | **4,953,730** | **2,642,214** | **2,666,915** | **1,216,403** | **4,783,838** | **859,478** |
| **TOTAL STATE** | **4,548.9** | **1.8520** | **32.1** | **11.3** | **19.2** | **20.1** | **24.3** | **1,778.9** | **27,612,865** | **6,125,753** | **3,091,423** | **2,966,402** | **1,390,779** | **5,574,922** | **1,037,597** |

## WASH.

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **BELLINGHAM** | **1,330,722** | **22,216** | **24.1** | **27.5** | **15.3** | **11.6** | **.0439** |
| Whatcom | 1,330,722 | 22,216 | 24.1 | 27.5 | 15.3 | 11.6 | .0439 |
| • Bellingham | 529,057 | 18,995 | 25.2 | 24.7 | 12.6 | 10.6 | .0214 |
| SUBURBAN TOTAL | 801,665 | 24,645 | 23.2 | 29.8 | 17.3 | 12.3 | .0225 |
| **BREMERTON** | **2,154,426** | **27,087** | **21.5** | **29.2** | **19.3** | **15.4** | **.0631** |
| Kitsap | 2,154,426 | 27,087 | 21.5 | 29.2 | 19.3 | 15.4 | .0631 |
| • Bremerton | 431,999 | 21,219 | 26.2 | 27.8 | 14.4 | 10.3 | .0177 |
| SUBURBAN TOTAL | 1,722,427 | 28,872 | 20.1 | 29.7 | 20.7 | 16.9 | .0454 |
| **OLYMPIA** | **2,006,372** | **27,084** | **21.5** | **26.5** | **19.1** | **17.6** | **.0610** |
| Thurston | 2,006,372 | 27,084 | 21.5 | 26.5 | 19.1 | 17.6 | .0610 |
| • Olympia | 446,677 | 23,404 | 22.7 | 25.0 | 14.2 | 17.5 | .0188 |
| SUBURBAN TOTAL | 1,559,695 | 28,320 | 21.2 | 26.9 | 20.7 | 17.6 | .0422 |
| **RICHLAND - KENNEWICK - PASCO** | **2,049,546** | **34,398** | **15.3** | **24.1** | **22.4** | **26.5** | **.0602** |
| Benton | 1,408,848 | 36,763 | 13.8 | 23.2 | 23.5 | 29.5 | .0453 |
| • Kennewick | 551,201 | 33,710 | 16.5 | 25.1 | 23.0 | 24.7 | .0186 |
| • Richland | 529,357 | 41,335 | 12.0 | 20.6 | 22.5 | 36.7 | .0141 |
| Franklin | 440,698 | 27,577 | 19.5 | 26.4 | 19.6 | 17.8 | .0149 |
| • Pasco | 218,825 | 24,273 | 20.7 | 26.8 | 18.5 | 12.8 | .0093 |
| SUBURBAN TOTAL | 750,163 | 35,313 | 15.0 | 24.4 | 23.5 | 27.0 | .0182 |
| **SEATTLE** | **30,016,271** | **33,476** | **16.5** | **23.6** | **20.0** | **27.5** | **.8685** |
| King | 24,098,039 | 33,685 | 16.4 | 23.1 | 19.5 | 28.4 | .6984 |
| • Auburn | 455,931 | 30,436 | 17.6 | 26.9 | 20.5 | 21.5 | .0166 |
| Bellevue | 1,676,408 | 41,026 | 14.0 | 21.5 | 18.5 | 39.5 | .0552 |
| • Seattle | 8,292,834 | 26,124 | 21.0 | 24.2 | 16.1 | 20.9 | .2483 |
| Snohomish | 5,918,232 | 32,839 | 16.5 | 25.9 | 21.8 | 24.0 | .1701 |
| • Everett | 873,975 | 24,883 | 21.0 | 25.7 | 17.2 | 16.2 | .0325 |
| SUBURBAN TOTAL | 20,393,531 | 37,116 | 13.9 | 23.2 | 22.1 | 31.6 | .5711 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *36,082,515* | *30,566* | *18.3* | *24.8* | *19.1* | *23.7* | *1.0683* |
| **SPOKANE** | **4,028,304** | **21,958** | **24.3** | **28.1** | **15.4** | **10.6** | **.1345** |
| Spokane | 4,028,304 | 21,958 | 24.3 | 28.1 | 15.4 | 10.6 | .1345 |
| • Spokane | 1,974,949 | 19,172 | 26.1 | 26.6 | 12.9 | 8.4 | .0720 |
| SUBURBAN TOTAL | 2,053,355 | 25,521 | 22.2 | 29.7 | 18.4 | 13.1 | .0625 |
| **TACOMA** | **6,066,244** | **22,511** | **24.6** | **28.5** | **16.0** | **10.7** | **.1998** |
| Pierce | 6,066,244 | 22,511 | 24.6 | 28.5 | 16.0 | 10.7 | .1998 |
| • Tacoma | 1,731,577 | 19,083 | 25.5 | 26.5 | 13.5 | 7.9 | .0686 |
| SUBURBAN TOTAL | 4,334,667 | 24,233 | 24.2 | 29.4 | 17.3 | 12.0 | .1312 |

### EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **VANCOUVER** | **2,650,201** | **27,454** | **19.8** | **29.3** | **19.6** | **15.3** | **.0765** |
| Clark | 2,650,201 | 27,454 | 19.8 | 29.3 | 19.6 | 15.3 | .0765 |
| • Vancouver | 563,285 | 19,677 | 25.6 | 25.4 | 12.9 | 11.1 | .0181 |
| SUBURBAN TOTAL | 2,086,916 | 29,737 | 17.8 | 30.7 | 22.0 | 16.7 | .0584 |
| **YAKIMA** | **1,898,401** | **20,473** | **25.7** | **26.7** | **14.5** | **9.8** | **.0634** |
| Yakima | 1,898,401 | 20,473 | 25.7 | 26.7 | 14.5 | 9.8 | .0634 |
| • Yakima | 561,309 | 19,273 | 26.1 | 24.9 | 13.5 | 10.0 | .0235 |
| SUBURBAN TOTAL | 1,337,092 | 20,990 | 25.5 | 27.6 | 14.9 | 9.7 | .0399 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |
| Adams | 174,777 | 27,312 | 19.6 | 29.9 | 19.5 | 15.8 | .0049 |
| Asotin | 211,850 | 23,770 | 22.6 | 24.0 | 19.0 | 13.9 | .0059 |
| Chelan | 601,402 | 21,651 | 25.8 | 26.3 | 15.3 | 11.9 | .0198 |
| Clallam | 612,449 | 21,979 | 26.3 | 29.1 | 15.0 | 10.0 | .0193 |
| Columbia | 48,313 | 23,829 | 22.7 | 27.6 | 18.1 | 12.0 | .0014 |
| Cowlitz | 999,177 | 27,370 | 18.6 | 27.6 | 20.8 | 14.9 | .0314 |
| Douglas | 286,985 | 24,423 | 23.9 | 27.0 | 18.9 | 12.9 | .0085 |
| Ferry | 62,593 | 24,244 | 20.4 | 28.8 | 17.1 | 12.8 | .0018 |
| Garfield | 31,127 | 24,824 | 23.1 | 29.6 | 17.4 | 14.1 | .0008 |
| Grant | 569,868 | 22,745 | 24.3 | 28.7 | 15.8 | 11.7 | .0180 |
| Grays Harbor | 845,386 | 26,920 | 19.8 | 25.2 | 18.7 | 18.3 | .0248 |
| Island | 638,521 | 23,504 | 27.0 | 29.2 | 14.8 | 14.2 | .0178 |
| Jefferson | 233,753 | 21,729 | 25.7 | 27.1 | 14.9 | 11.8 | .0068 |
| Kittitas | 232,173 | 16,565 | 27.3 | 24.3 | 10.7 | 6.6 | .0085 |
| Klickitat | 184,049 | 23,759 | 24.5 | 28.3 | 17.3 | 12.2 | .0052 |
| Lewis | 647,775 | 22,236 | 23.7 | 26.7 | 15.9 | 12.3 | .0213 |
| Lincoln | 145,373 | 29,318 | 19.7 | 29.3 | 18.4 | 20.9 | .0037 |
| Mason | 412,393 | 22,636 | 25.4 | 28.9 | 15.3 | 11.9 | .0118 |
| Okanogan | 268,452 | 15,857 | 28.3 | 26.0 | 9.1 | 4.5 | .0102 |
| Pacific | 189,578 | 18,621 | 27.0 | 24.7 | 13.6 | 8.5 | .0056 |
| Pend Oreille | 73,335 | 16,909 | 26.6 | 26.5 | 11.7 | 5.8 | .0026 |
| San Juan | 134,879 | 23,424 | 23.5 | 28.9 | 14.7 | 14.4 | .0036 |
| Skagit | 829,880 | 22,866 | 23.6 | 28.2 | 15.4 | 12.3 | .0285 |
| Skamania | 63,175 | 17,126 | 33.1 | 30.4 | 6.2 | 2.7 | .0018 |
| Stevens | 301,502 | 21,551 | 24.8 | 28.1 | 15.9 | 9.7 | .0090 |
| Wahkiakum | 37,206 | 21,437 | 20.0 | 32.9 | 12.2 | 8.1 | .0008 |
| Walla Walla | 561,322 | 23,214 | 23.1 | 26.6 | 16.6 | 13.7 | .0176 |
| Whitman | 492,497 | 22,039 | 26.2 | 25.1 | 14.5 | 14.7 | .0136 |
| **TOTAL METRO COUNTIES** | **52,200,487** | **28,427** | **19.7** | **25.7** | **18.6** | **20.4** | **1.5709** |
| **TOTAL STATE** | **62,090,277** | **27,225** | **20.5** | **26.0** | **18.1** | **18.9** | **1.8759** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

# West Virginia

S&MM ESTIMATES — POPULATION—12/31/87 — RETAIL SALES BY STORE GROUP—1987

| METRO AREA County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group | | | | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture Furnish. Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | | | | | | | | |
| **CHARLESTON** | **267.3** | **.1088** | **33.7** | **9.8** | **17.9** | **20.0** | **27.8** | **105.8** | **1,752,730** | **382,580** | **129,655** | **226,492** | **72,182** | **442,357** | **71,146** |
| Kanawha | 222.5 | .0906 | 34.1 | 10.0 | 17.9 | 19.5 | 28.8 | 89.6 | 1,584,932 | 341,797 | 118,194 | 219,486 | 69,111 | 388,870 | 67,049 |
| • Charleston | 57.5 | .0234 | 37.5 | 9.6 | 17.1 | 17.9 | 35.2 | 25.7 | 817,365 | 128,562 | 70,582 | 161,529 | 30,678 | 197,184 | 27,440 |
| Putnam | 44.8 | .0182 | 32.1 | 9.0 | 18.9 | 22.4 | 22.1 | 16.2 | 167,798 | 40,783 | 11,461 | 7,006 | 3,071 | 53,487 | 4,097 |
| SUBURBAN TOTAL | 209.8 | .0854 | 33.0 | 9.9 | 18.1 | 20.6 | 25.7 | 80.1 | 935,365 | 254,018 | 59,073 | 64,963 | 41,504 | 245,173 | 43,706 |
| **HUNTINGTON - ASHLAND** | **334.0** | **.1360** | **33.3** | **10.3** | **16.4** | **20.2** | **26.9** | **124.4** | **1,946,436** | **397,477** | **160,713** | **377,132** | **90,441** | **363,689** | **78,966** |
| Cabell | 104.2 | .0424 | 34.3 | 11.8 | 16.1 | 19.0 | 30.0 | 41.8 | 1,040,982 | 167,301 | 90,487 | 240,437 | 44,990 | 208,610 | 33,296 |
| • Huntington | 59.4 | .0242 | 36.8 | 13.3 | 14.8 | 16.6 | 35.4 | 25.5 | 690,609 | 130,974 | 72,234 | 79,546 | 36,276 | 157,770 | 27,730 |
| Wayne | 46.5 | .0190 | 32.6 | 9.7 | 16.4 | 20.9 | 25.1 | 16.8 | 141,154 | 34,744 | 8,488 | 31,471 | 3,175 | 21,297 | 1,812 |
| *Boyd, Ky.* | *54.4* | *.0221* | *34.1* | *9.7* | *16.9* | *20.8* | *27.7* | *20.4* | *397,392* | *82,189* | *35,003* | *76,040* | *15,249* | *72,487* | *22,945* |
| • *Ashland* | *26.2* | *.0107* | *38.1* | *9.4* | *14.3* | *19.2* | *34.9* | *10.7* | *319,980* | *52,409* | *30,758* | *72,946* | *13,756* | *64,409* | *21,646* |
| *Carter, Ky.* | *26.0* | *.0106* | *31.0* | *10.9* | *16.0* | *19.6* | *24.0* | *8.8* | *92,965* | *26,316* | *6,466* | *8,813* | *9,470* | *13,417* | *4,904* |
| *Greenup, Ky.* | *39.1* | *.0159* | *32.1* | *9.2* | *17.0* | *22.1* | *23.0* | *13.3* | *89,703* | *31,919* | *5,598* | *3,684* | *4,170* | *18,974* | *3,563* |
| *Lawrence, Ohio* | *63.8* | *.0260* | *32.9* | *9.2* | *15.9* | *20.4* | *26.3* | *23.3* | *184,240* | *55,008* | *14,671* | *16,687* | *13,387* | *28,904* | *12,446* |
| SUBURBAN TOTAL | 248.4 | .1011 | 32.2 | 9.7 | 17.0 | 21.2 | 24.0 | 88.2 | 935,847 | 214,094 | 57,721 | 224,640 | 40,409 | 141,510 | 29,590 |
| **PARKERSBURG - MARIETTA** | **157.7** | **.0642** | **33.2** | **10.1** | **16.7** | **20.4** | **26.6** | **59.6** | **968,855** | **178,630** | **81,270** | **152,244** | **45,890** | **219,818** | **46,266** |
| Wood | 92.0 | .0375 | 33.6 | 9.6 | 16.7 | 20.6 | 27.1 | 35.8 | 632,790 | 112,643 | 50,305 | 117,127 | 29,021 | 151,585 | 20,012 |
| • Parkersburg | 38.7 | .0158 | 36.4 | 9.7 | 15.4 | 17.8 | 34.0 | 16.6 | 432,115 | 89,349 | 35,722 | 63,417 | 15,401 | 121,707 | 16,795 |
| *Washington, Ohio* | *65.7* | *.0267* | *32.6* | *10.8* | *16.5* | *20.2* | *25.8* | *23.8* | *336,065* | *65,987* | *30,965* | *35,117* | *16,869* | *68,233* | *26,254* |
| • *Marietta* | *16.6* | *.0068* | *33.1* | *15.7* | *15.7* | *16.1* | *30.9* | *6.5* | *197,117* | *35,394* | *22,781* | *29,709* | *10,356* | *28,287* | *20,672* |
| SUBURBAN TOTAL | 102.4 | .0416 | 32.2 | 9.4 | 17.1 | 22.1 | 23.1 | 36.5 | 339,623 | 53,887 | 22,767 | 59,118 | 20,133 | 69,824 | 8,799 |
| **STEUBENVILLE - WEIRTON** | **152.6** | **.0622** | **34.3** | **10.3** | **16.0** | **19.2** | **29.6** | **57.1** | **731,105** | **199,244** | **64,297** | **91,824** | **34,524** | **129,402** | **33,278** |
| Brooke | 29.1 | .0119 | 33.2 | 11.9 | 16.1 | 19.4 | 27.7 | 10.6 | 111,217 | 32,077 | 14,154 | 7,692 | 6,596 | 16,391 | 6,327 |
| Hancock | 38.6 | .0157 | 33.8 | 9.9 | 16.5 | 19.7 | 28.3 | 14.8 | 207,544 | 69,878 | 20,240 | 22,582 | 5,980 | 29,929 | 12,826 |
| • Weirton | 23.2 | .0094 | 36.6 | 10.3 | 15.4 | 19.2 | 32.8 | 9.3 | 195,531 | 55,106 | 19,930 | 24,392 | 6,187 | 33,817 | 11,940 |
| *Jefferson, Ohio* | *84.9* | *.0346* | *34.9* | *10.0* | *15.6* | *19.0* | *30.9* | *31.7* | *412,344* | *97,289* | *29,903* | *61,550* | *21,948* | *83,082* | *14,125* |
| • *Steubenville* | *23.4* | *.0095* | *39.0* | *11.0* | *14.2* | *16.6* | *38.1* | *9.3* | *227,640* | *36,249* | *17,007* | *47,442* | *15,713* | *41,424* | *10,402* |
| SUBURBAN TOTAL | 106.0 | .0433 | 33.1 | 10.2 | 16.6 | 19.8 | 27.0 | 38.5 | 307,934 | 107,889 | 27,360 | 19,990 | 12,624 | 54,161 | 10,936 |
| **WHEELING** | **176.4** | **.0719** | **34.6** | **10.3** | **16.4** | **17.9** | **31.4** | **68.5** | **1,048,816** | **226,297** | **84,322** | **193,169** | **58,144** | **194,111** | **39,012** |
| Marshall | 39.7 | .0162 | 33.1 | 9.2 | 18.0 | 19.1 | 27.5 | 14.8 | 158,695 | 50,275 | 10,034 | 25,784 | 6,053 | 29,283 | 7,137 |
| Ohio | 57.5 | .0234 | 35.4 | 12.4 | 15.5 | 17.1 | 33.4 | 23.0 | 369,802 | 65,090 | 37,274 | 26,483 | 30,556 | 92,228 | 13,982 |
| • Wheeling | 39.8 | .0162 | 38.2 | 11.1 | 14.7 | 16.7 | 37.0 | 16.8 | 317,851 | 61,384 | 31,003 | 26,185 | 29,515 | 78,268 | 13,073 |
| *Belmont, Ohio* | *79.2* | *.0323* | *34.9* | *9.4* | *16.2* | *18.0* | *31.9* | *30.7* | *520,319* | *110,932* | *37,014* | *140,902* | *21,535* | *72,600* | *17,893* |
| SUBURBAN TOTAL | 136.6 | .0557 | 33.9 | 10.1 | 16.8 | 18.3 | 29.8 | 51.7 | 730,965 | 164,913 | 53,319 | 166,984 | 28,629 | 115,843 | 25,939 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 16.5 | .0067 | 32.9 | 11.2 | 15.7 | 17.6 | 29.1 | 6.1 | 44,745 | 13,738 | 3,381 | 1,666 | 1,938 | 11,008 | 1,923 |
| Berkeley | 52.7 | .0215 | 33.1 | 9.3 | 17.4 | 19.9 | 26.7 | 20.2 | 274,026 | 79,514 | 17,232 | 24,706 | 5,251 | 50,259 | 11,630 |
| Boone | 31.0 | .0126 | 30.4 | 10.2 | 18.2 | 18.2 | 23.5 | 10.9 | 133,018 | 44,338 | 7,762 | 18,486 | 4,409 | 18,620 | 8,470 |
| Braxton | 14.3 | .0058 | 34.7 | 8.7 | 15.7 | 17.9 | 31.7 | 5.5 | 102,030 | 25,981 | 4,839 | 10,848 | 1,286 | 21,363 | 3,688 |
| Calhoun | 8.8 | .0036 | 33.6 | 9.1 | 16.6 | 17.4 | 30.3 | 3.3 | 23,076 | 8,315 | 351 | 1,747 | 576 | 4,726 | 2,078 |
| Clay | 11.5 | .0047 | 30.8 | 9.1 | 16.3 | 17.7 | 25.4 | 4.1 | 26,772 | 12,027 | 773 | 1,795 | 1,104 | 3,362 | 877 |
| Doddridge | 8.0 | .0032 | 33.8 | 8.8 | 15.2 | 17.9 | 30.2 | 2.8 | 9,719 | 3,685 | 458 | 131 | 389 | 862 | 419 |
| Fayette | 56.8 | .0232 | 32.6 | 10.7 | 15.9 | 16.4 | 29.8 | 21.0 | 252,662 | 49,166 | 13,576 | 29,125 | 15,652 | 75,887 | 14,758 |
| Gilmer | 8.3 | .0033 | 31.2 | 16.2 | 14.9 | 16.3 | 28.0 | 3.0 | 21,905 | 7,543 | 1,507 | 836 | 305 | 6,096 | 1,250 |
| Grant | 10.0 | .0041 | 33.1 | 8.6 | 17.0 | 20.0 | 26.8 | 3.5 | 31,098 | 9,990 | 1,246 | 1,226 | 525 | 10,265 | 627 |
| Greenbrier | 37.5 | .0153 | 34.4 | 9.3 | 15.9 | 19.0 | 30.2 | 14.4 | 227,126 | 70,957 | 13,229 | 22,255 | 2,507 | 57,816 | 12,452 |
| Hampshire | 16.3 | .0066 | 33.3 | 8.6 | 16.2 | 19.2 | 28.0 | 5.9 | 53,050 | 15,475 | 2,569 | 1,562 | 1,012 | 12,744 | 1,909 |
| Hardy | 10.1 | .0041 | 34.7 | 9.2 | 15.9 | 19.2 | 30.4 | 3.7 | 50,012 | 17,208 | 3,083 | 4,628 | 667 | 4,452 | 1,853 |
| Harrison | 75.8 | .0309 | 35.2 | 9.4 | 15.6 | 18.3 | 31.9 | 29.4 | 421,814 | 105,270 | 31,005 | 65,862 | 12,877 | 86,305 | 20,422 |
| Jackson | 26.9 | .0110 | 33.4 | 9.6 | 15.3 | 23.2 | 24.4 | 9.6 | 97,044 | 37,137 | 8,758 | 7,638 | 2,546 | 8,371 | 2,828 |
| Jefferson | 35.2 | .0143 | 31.5 | 11.5 | 17.9 | 19.4 | 24.4 | 12.5 | 107,859 | 35,597 | 19,321 | 3,721 | 4,191 | 10,820 | 3,552 |
| Lewis | 18.6 | .0075 | 35.7 | 8.6 | 15.7 | 18.5 | 32.3 | 7.1 | 91,677 | 23,938 | 7,109 | 10,033 | 6,680 | 22,722 | 2,968 |
| Lincoln | 23.4 | .0096 | 31.0 | 9.7 | 16.4 | 19.1 | 24.3 | 7.9 | 37,071 | 12,892 | 2,578 | 2,955 | 1,563 | 6,264 | 1,248 |
| Logan | 49.5 | .0201 | 30.1 | 10.3 | 17.9 | 17.3 | 24.0 | 17.4 | 236,652 | 48,801 | 13,396 | 38,534 | 11,811 | 50,941 | 15,150 |
| McDowell | 45.6 | .0186 | 29.8 | 10.2 | 16.3 | 16.2 | 25.3 | 15.7 | 124,370 | 45,154 | 5,466 | 9,962 | 6,749 | 25,821 | 6,196 |
| Marion | 63.2 | .0257 | 34.7 | 10.5 | 15.8 | 18.0 | 31.6 | 24.9 | 421,641 | 98,596 | 21,312 | 86,329 | 26,835 | 78,165 | 17,518 |
| Mason | 26.3 | .0107 | 33.2 | 9.7 | 16.3 | 20.9 | 26.1 | 9.9 | 91,713 | 32,628 | 6,000 | 6,687 | 1,402 | 8,122 | 6,907 |
| Mercer | 71.2 | .0290 | 33.2 | 10.5 | 16.8 | 17.8 | 29.1 | 27.3 | 561,717 | 101,384 | 34,659 | 113,930 | 27,283 | 142,796 | 23,046 |
| ☐ Mineral | 27.7 | .0113 | 33.4 | 9.3 | 16.4 | 20.0 | 27.3 | 10.3 | 61,822 | 16,052 | 5,057 | 5,699 | 2,848 | 13,762 | 3,507 |
| Mingo | 37.1 | .0151 | 28.9 | 10.8 | 17.3 | 17.3 | 22.1 | 12.6 | 185,133 | 30,224 | 6,414 | 19,068 | 15,283 | 45,759 | 10,384 |
| Monongalia | 74.1 | .0301 | 28.9 | 21.7 | 19.2 | 16.1 | 22.2 | 28.8 | 414,090 | 97,289 | 26,031 | 58,994 | 27,772 | 75,674 | 16,819 |
| Monroe | 13.5 | .0055 | 34.8 | 8.1 | 15.5 | 19.1 | 30.5 | 4.8 | 13,632 | 3,182 | 413 | 875 | 265 | 2,735 | 1,787 |
| Morgan | 11.2 | .0046 | 34.8 | 9.0 | 15.7 | 19.8 | 29.9 | 4.4 | 26,378 | 8,033 | 1,499 | 2,410 | 392 | 4,593 | 767 |
| Nicholas | 29.3 | .0119 | 31.4 | 9.5 | 17.3 | 18.7 | 25.1 | 10.5 | 128,805 | 37,320 | 5,980 | 20,730 | 2,976 | 25,254 | 5,526 |
| Pendleton | 8.0 | .0033 | 34.7 | 9.5 | 16.2 | 18.3 | 31.2 | 3.0 | 17,914 | 7,118 | 719 | 613 | 272 | 5,633 | 351 |
| Pleasants | 8.2 | .0033 | 31.6 | 11.0 | 17.0 | 18.4 | 25.8 | 2.9 | 20,910 | 6,246 | 1,310 | 1,070 | 135 | 6,833 | 1,041 |
| Pocahontas | 10.0 | .0041 | 36.0 | 8.9 | 15.0 | 18.7 | 32.6 | 3.8 | 53,027 | 11,467 | 7,594 | 2,564 | 770 | 17,494 | 1,957 |
| Preston | 31.6 | .0129 | 32.5 | 9.5 | 16.4 | 18.5 | 27.5 | 11.3 | 120,765 | 32,857 | 4,685 | 7,429 | 1,945 | 50,131 | 2,194 |
| Raleigh | 85.6 | .0348 | 32.4 | 9.1 | 17.8 | 18.0 | 27.4 | 32.0 | 502,602 | 107,656 | 31,443 | 97,194 | 24,152 | 109,776 | 21,460 |
| Randolph | 29.3 | .0120 | 32.9 | 11.6 | 16.6 | 18.3 | 28.2 | 10.5 | 150,955 | 34,883 | 12,113 | 15,313 | 5,115 | 37,682 | 6,988 |
| Ritchie | 11.7 | .0047 | 34.9 | 8.9 | 15.4 | 17.7 | 32.2 | 4.5 | 34,918 | 13,081 | 2,161 | 1,340 | 738 | 11,804 | 881 |
| Roane | 15.8 | .0065 | 34.4 | 8.9 | 16.2 | 19.3 | 29.8 | 5.5 | 81,721 | 26,269 | 2,100 | 7,276 | 313 | 23,403 | 3,703 |
| Summers | 15.3 | .0062 | 33.6 | 9.5 | 18.8 | 17.9 | 29.4 | 5.2 | 46,947 | 16,380 | 1,613 | 7,256 | 1,175 | 5,647 | 1,468 |

## W.VA. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Taylor | 16.6 | .0068 | 33.8 | 8.7 | 16.5 | 18.3 | 29.7 | 6.1 | 45,829 | 11,584 | 3,557 | 4,711 | 1,803 | 8,789 | 2,819 |
| Tucker | 8.5 | .0034 | 34.6 | 8.6 | 16.0 | 19.1 | 30.3 | 3.4 | 41,863 | 11,126 | 3,832 | 2,558 | 264 | 5,637 | 1,915 |
| Tyler | 10.9 | .0045 | 33.5 | 8.8 | 15.4 | 19.7 | 28.1 | 4.0 | 22,193 | 6,230 | 1,315 | 830 | 582 | 6,006 | 1,248 |
| Upshur | 23.8 | .0096 | 31.3 | 13.5 | 16.5 | 18.1 | 25.8 | 8.9 | 112,801 | 27,974 | 10,220 | 11,868 | 1,970 | 28,917 | 5,231 |
| Webster | 12.4 | .0050 | 31.7 | 9.0 | 16.4 | 17.2 | 27.4 | 4.4 | 35,631 | 10,525 | 677 | 1,663 | 249 | 6,463 | 1,233 |
| Wetzel | 21.5 | .0088 | 33.4 | 8.9 | 16.1 | 19.9 | 27.5 | 7.9 | 130,278 | 41,661 | 8,761 | 12,275 | 5,038 | 24,832 | 7,113 |
| Wirt | 5.1 | .0020 | 34.0 | 9.5 | 14.3 | 21.0 | 27.6 | 1.8 | 7,067 | 1,756 | 513 | 171 |  | 1,482 |  |
| Wyoming | 35.0 | .0143 | 28.9 | 10.7 | 18.6 | 18.3 | 20.3 | 11.8 | 136,018 | 42,700 | 3,179 | 16,671 | 4,798 | 33,618 | 4,677 |
| **TOTAL METRO COUNTIES** | **702.6** | **.2862** | **33.8** | **10.3** | **17.0** | **19.7** | **28.3** | **273.7** | **4,476,736** | **930,640** | **365,694** | **703,767** | **201,401** | **1,005,442** | **170,045** |
| **TOTAL STATE** | **1,934.6** | **.7877** | **32.9** | **10.5** | **16.8** | **18.8** | **27.7** | **727.9** | **10,247,010** | **2,415,535** | **721,433** | **1,461,308** | **434,966** | **2,261,391** | **431,376** |

## W.VA. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CHARLESTON** | **3,245,862** | **24,176** | **22.2** | **28.9** | **17.2** | **12.3** | **.1064** |
| Kanawha | 2,777,909 | 24,067 | 22.4 | 28.2 | 16.9 | 13.0 | .0923 |
| • Charleston | 831,215 | 21,786 | 23.3 | 23.3 | 14.1 | 15.8 | .0335 |
| Putnam | 467,953 | 24,696 | 21.0 | 32.5 | 19.0 | 6.7 | .0141 |
| SUBURBAN TOTAL | 2,414,647 | 24,850 | 21.8 | 30.7 | 18.2 | 11.2 | .0729 |
| **HUNTINGTON - ASHLAND** | **3,324,725** | **19,923** | **24.3** | **26.8** | **14.6** | **8.5** | **.1171** |
| Cabell | 1,061,288 | 18,134 | 26.9 | 25.5 | 12.5 | 7.8 | .0453 |
| • Huntington | 613,964 | 16,048 | 27.8 | 23.3 | 10.2 | 7.2 | .0278 |
| Wayne | 448,461 | 20,279 | 24.1 | 26.6 | 15.5 | 8.6 | .0136 |
| *Boyd, Ky.* | *583,909* | *21,529* | *22.3* | *26.4* | *16.8* | *9.6* | *.0212* |
| *• Ashland* | *301,515* | *19,335* | *23.4* | *24.2* | *14.2* | *10.3* | *.0131* |
| *Carter, Ky.* | *188,944* | *14,922* | *27.2* | *24.5* | *9.1* | *4.7* | *.0070* |
| *Greenup, Ky.* | *372,868* | *22,484* | *22.3* | *31.7* | *16.0* | *7.9* | *.0107* |
| *Lawrence, Ohio* | *669,255* | *22,703* | *22.0* | *27.7* | *17.0* | *10.5* | *.0193* |
| SUBURBAN TOTAL | 2,409,246 | 21,302 | 23.5 | 28.2 | 15.9 | 8.6 | .0762 |
| **PARKERSBURG - MARIETTA** | **1,681,514** | **22,202** | **24.4** | **30.7** | **16.0** | **8.4** | **.0579** |
| Wood | 1,007,009 | 22,234 | 24.1 | 30.2 | 15.7 | 8.9 | .0355 |
| • Parkersburg | 417,905 | 18,740 | 26.5 | 27.7 | 11.9 | 7.4 | .0181 |
| *Washington, Ohio* | *674,505* | *22,157* | *24.9* | *31.3* | *16.4* | *7.7* | *.0224* |
| *• Marietta* | *170,021* | *18,467* | *28.6* | *27.0* | *11.7* | *7.3* | *.0076* |
| SUBURBAN TOTAL | 1,093,588 | 24,386 | 22.7 | 32.6 | 18.6 | 9.1 | .0320 |
| **STEUBENVILLE - WEIRTON** | **1,634,540** | **23,649** | **21.6** | **29.6** | **18.7** | **8.8** | **.0521** |
| Brooke | 273,843 | 22,337 | 23.6 | 34.9 | 14.9 | 5.3 | .0088 |
| Hancock | 442,680 | 25,213 | 20.3 | 29.1 | 20.8 | 10.2 | .0141 |
| • Weirton | 292,690 | 26,744 | 19.2 | 27.8 | 22.1 | 12.2 | .0103 |
| *Jefferson, Ohio* | *918,017* | *23,410* | *21.5* | *28.3* | *18.9* | *9.3* | *.0292* |
| *• Steubenville* | *262,883* | *19,835* | *21.9* | *23.1* | *16.2* | *10.5* | *.0104* |
| SUBURBAN TOTAL | 1,078,967 | 23,788 | 22.1 | 31.6 | 18.5 | 7.6 | .0314 |
| **WHEELING** | **1,899,468** | **21,913** | **23.1** | **29.2** | **16.5** | **8.3** | **.0644** |
| Marshall | 417,161 | 23,465 | 21.8 | 31.0 | 18.3 | 7.8 | .0129 |
| Ohio | 614,909 | 19,234 | 25.3 | 26.5 | 13.7 | 8.1 | .0214 |
| • Wheeling | 430,315 | 17,753 | 25.6 | 24.4 | 12.7 | 8.0 | .0161 |
| *Belmont, Ohio* | *867,398* | *23,064* | *22.4* | *29.8* | *17.9* | *8.7* | *.0301* |
| SUBURBAN TOTAL | 1,469,153 | 23,166 | 22.4 | 30.5 | 17.8 | 8.4 | .0483 |
| **OTHER COUNTIES** |  |  |  |  |  |  |  |
| Barbour | 126,215 | 15,588 | 30.7 | 25.2 | 9.2 | 3.4 | .0041 |
| Berkeley | 554,748 | 20,951 | 24.8 | 28.1 | 15.4 | 8.5 | .0183 |
| Boone | 288,003 | 21,920 | 23.1 | 31.7 | 15.2 | 6.9 | .0096 |
| Braxton | 117,867 | 15,550 | 28.2 | 24.0 | 10.1 | 4.6 | .0050 |
| Calhoun | 65,494 | 14,101 | 30.9 | 22.9 | 7.8 | 3.4 | .0021 |
| Clay | 87,730 | 16,092 | 27.1 | 25.3 | 9.8 | 4.1 | .0029 |
| Doddridge | 49,120 | 13,204 | 33.6 | 19.7 | 6.8 | 2.4 | .0017 |
| Fayette | 479,921 | 16,850 | 31.2 | 25.9 | 11.3 | 4.7 | .0170 |
| Gilmer | 57,826 | 13,355 | 30.9 | 23.8 | 4.2 | 3.4 | .0020 |
| Grant | 80,762 | 17,162 | 29.2 | 25.2 | 11.5 | 5.5 | .0026 |
| Greenbrier | 343,357 | 17,194 | 29.9 | 26.5 | 10.5 | 6.0 | .0129 |
| Hampshire | 124,724 | 15,684 | 31.8 | 25.0 | 8.8 | 4.2 | .0042 |
| Hardy | 77,949 | 16,200 | 30.9 | 27.2 | 9.2 | 2.7 | .0030 |
| Harrison | 745,155 | 18,723 | 27.2 | 27.5 | 12.3 | 7.0 | .0260 |
| Jackson | 224,594 | 19,620 | 22.3 | 31.3 | 13.1 | 4.8 | .0076 |
| Jefferson | 342,218 | 20,901 | 28.0 | 29.9 | 14.5 | 8.0 | .0103 |
| Lewis | 161,542 | 16,587 | 27.3 | 26.7 | 10.9 | 4.5 | .0058 |
| Lincoln | 178,828 | 17,509 | 25.1 | 28.4 | 11.5 | 4.9 | .0054 |
| Logan | 481,511 | 20,888 | 26.2 | 27.9 | 15.0 | 9.1 | .0161 |
| McDowell | 318,614 | 14,930 | 30.4 | 25.4 | 8.5 | 3.5 | .0112 |
| Marion | 642,647 | 19,738 | 26.7 | 27.8 | 14.7 | 6.9 | .0233 |
| Mason | 224,106 | 17,825 | 27.9 | 28.4 | 10.7 | 5.0 | .0074 |
| Mercer | 666,115 | 17,905 | 28.5 | 27.2 | 11.2 | 6.2 | .0272 |
| ☐ Mineral | 253,538 | 19,608 | 26.2 | 30.6 | 12.3 | 6.1 | .0073 |
| Mingo | 275,672 | 15,679 | 26.8 | 24.7 | 10.4 | 4.7 | .0109 |
| Monongalia | 818,963 | 19,159 | 26.4 | 23.7 | 13.5 | 11.0 | .0269 |
| Monroe | 116,957 | 18,451 | 29.9 | 26.7 | 13.4 | 5.5 | .0032 |
| Morgan | 107,238 | 17,454 | 27.7 | 27.3 | 11.4 | 5.1 | .0031 |
| Nicholas | 294,256 | 21,203 | 25.7 | 27.0 | 15.7 | 9.8 | .0095 |
| Pendleton | 56,111 | 14,065 | 35.7 | 23.9 | 6.4 | 1.6 | .0019 |
| Pleasants | 67,784 | 18,827 | 25.3 | 31.7 | 11.1 | 4.2 | .0021 |
| Pocahontas | 68,358 | 13,446 | 32.3 | 21.2 | 6.4 | 2.4 | .0029 |
| Preston | 266,531 | 17,378 | 27.6 | 27.7 | 10.4 | 5.3 | .0092 |
| Raleigh | 866,265 | 20,606 | 26.7 | 28.8 | 14.5 | 8.0 | .0303 |
| Randolph | 247,360 | 16,918 | 29.7 | 26.8 | 9.6 | 5.2 | .0091 |
| Ritchie | 86,569 | 14,247 | 32.4 | 22.4 | 7.9 | 2.8 | .0030 |
| Roane | 122,889 | 16,414 | 29.5 | 27.2 | 9.4 | 4.4 | .0048 |
| Summers | 124,644 | 16,023 | 28.6 | 24.6 | 10.6 | 6.3 | .0042 |
| Taylor | 162,612 | 20,420 | 26.1 | 27.5 | 14.5 | 9.0 | .0047 |
| Tucker | 63,102 | 13,805 | 31.7 | 23.7 | 6.9 | 2.1 | .0025 |
| Tyler | 120,226 | 24,062 | 22.7 | 24.9 | 21.8 | 10.7 | .0032 |
| Upshur | 206,067 | 17,545 | 27.7 | 28.5 | 11.0 | 4.4 | .0073 |
| Webster | 96,621 | 16,185 | 29.9 | 25.2 | 10.1 | 5.0 | .0032 |
| Wetzel | 172,948 | 17,723 | 23.4 | 30.9 | 11.3 | 3.1 | .0070 |
| Wirt | 36,649 | 16,079 | 26.5 | 31.1 | 7.9 | 2.5 | .0011 |
| Wyoming | 306,571 | 21,626 | 23.0 | 30.8 | 16.0 | 6.4 | .0103 |
| **TOTAL METRO COUNTIES** | **7,764,751** | **22,082** | **23.7** | **28.5** | **15.9** | **9.7** | **.2653** |
| **TOTAL STATE** | **18,888,190** | **19,493** | **26.0** | **27.7** | **13.6** | **7.6** | **.6514** |

## COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

# Wisconsin

| S&MM ESTIMATES | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish./ Appliance ($000) | Automotive ($000) | Drug ($000) |
| **APPLETON - OSHKOSH - NEENAH** | **310.5** | **.1265** | **31.0** | **12.3** | **17.3** | **18.9** | **24.2** | **114.0** | **1,692,673** | **310,018** | **174,732** | **267,637** | **101,865** | **378,090** | **37,794** |
| Calumet | 35.3 | .0144 | 30.0 | 10.6 | 16.8 | 19.0 | 22.7 | 12.0 | 123,576 | 26,713 | 13,872 | 19,366 | 3,935 | 33,125 | 4,312 |
| Outagamie | 136.8 | .0557 | 30.3 | 11.6 | 17.5 | 18.9 | 22.9 | 49.2 | 837,463 | 151,623 | 74,374 | 166,707 | 62,510 | 194,688 | 13,207 |
| • Appleton | 64.3 | .0262 | 31.3 | 12.3 | 18.3 | 18.6 | 24.7 | 24.9 | 411,951 | 89,711 | 38,706 | 97,434 | 43,660 | 52,351 | 8,266 |
| Winnebago | 138.4 | .0564 | 32.0 | 13.3 | 17.4 | 19.0 | 25.8 | 52.8 | 731,634 | 131,682 | 86,486 | 81,564 | 35,420 | 150,277 | 20,275 |
| • Neenah | 23.5 | .0096 | 31.9 | 10.7 | 17.3 | 19.8 | 24.9 | 9.1 | 134,250 | 28,768 | 11,853 | 4,660 | 5,109 | 29,979 | 7,420 |
| • Oshkosh | 51.9 | .0211 | 31.6 | 18.2 | 16.9 | 15.9 | 28.4 | 20.6 | 413,644 | 66,376 | 51,253 | 62,431 | 17,968 | 75,744 | 9,873 |
| SUBURBAN TOTAL | 170.8 | .0696 | 30.6 | 10.7 | 17.1 | 19.9 | 22.6 | 59.4 | 732,828 | 125,163 | 72,920 | 103,112 | 35,128 | 220,016 | 12,235 |
| **EAU CLAIRE** | **139.0** | **.0566** | **30.6** | **14.5** | **16.9** | **17.1** | **25.4** | **50.1** | **930,753** | **152,226** | **88,575** | **120,611** | **45,995** | **253,016** | **19,908** |
| Chippewa | 54.0 | .0220 | 31.9 | 9.6 | 16.4 | 17.9 | 26.9 | 18.8 | 285,594 | 42,255 | 21,634 | 14,826 | 7,456 | 112,431 | 6,588 |
| Eau Claire | 85.0 | .0346 | 29.8 | 17.6 | 17.4 | 16.6 | 24.4 | 31.3 | 645,159 | 110,971 | 66,941 | 105,785 | 38,539 | 140,535 | 13,320 |
| • Eau Claire | 55.0 | .0224 | 29.0 | 22.3 | 17.4 | 14.4 | 25.2 | 20.7 | 585,143 | 99,736 | 57,758 | 104,032 | 33,957 | 117,275 | 12,688 |
| SUBURBAN TOTAL | 84.0 | .0342 | 31.7 | 9.4 | 16.6 | 18.9 | 25.6 | 29.4 | 345,610 | 53,490 | 30,817 | 16,579 | 12,038 | 135,741 | 7,220 |
| **GREEN BAY** | **189.3** | **.0771** | **30.0** | **12.2** | **18.6** | **18.8** | **21.9** | **70.4** | **1,214,905** | **178,573** | **130,669** | **260,905** | **77,093** | **268,186** | **18,350** |
| Brown | 189.3 | .0771 | 30.0 | 12.2 | 18.6 | 18.8 | 21.9 | 70.4 | 1,214,905 | 178,573 | 130,669 | 260,905 | 77,093 | 268,186 | 18,350 |
| • Green Bay | 94.2 | .0384 | 31.1 | 13.0 | 19.0 | 16.9 | 25.6 | 38.7 | 733,419 | 92,694 | 85,287 | 163,358 | 54,835 | 130,924 | 14,060 |
| SUBURBAN TOTAL | 95.1 | .0387 | 28.9 | 11.4 | 18.1 | 20.9 | 18.1 | 31.7 | 481,486 | 85,879 | 45,382 | 97,547 | 22,258 | 137,262 | 4,290 |
| **JANESVILLE - BELOIT** | **138.0** | **.0562** | **31.7** | **11.0** | **17.0** | **20.0** | **24.4** | **51.4** | **844,402** | **172,139** | **87,144** | **148,998** | **35,952** | **162,012** | **29,466** |
| Rock | 138.0 | .0562 | 31.7 | 11.0 | 17.0 | 20.0 | 24.4 | 51.4 | 844,402 | 172,139 | 87,144 | 148,998 | 35,952 | 162,012 | 29,466 |
| • Beloit | 34.7 | .0141 | 31.1 | 12.5 | 16.9 | 17.6 | 25.9 | 13.4 | 305,420 | 65,909 | 29,494 | 50,123 | 10,844 | 60,508 | 11,963 |
| • Janesville | 52.0 | .0212 | 31.1 | 11.4 | 17.8 | 20.2 | 22.8 | 20.1 | 456,381 | 87,255 | 46,029 | 98,481 | 22,762 | 91,456 | 13,695 |
| SUBURBAN TOTAL | 51.3 | .0209 | 32.9 | 9.5 | 16.1 | 21.6 | 25.0 | 17.9 | 82,601 | 18,975 | 11,621 | 394 | 2,346 | 10,018 | 3,808 |
| **KENOSHA** | **120.6** | **.0491** | **32.2** | **11.2** | **16.9** | **19.8** | **25.5** | **43.8** | **665,226** | **170,811** | **87,457** | **93,382** | **29,671** | **95,020** | **25,170** |
| Kenosha | 120.6 | .0491 | 32.2 | 11.2 | 16.9 | 19.8 | 25.5 | 43.8 | 665,226 | 170,811 | 87,457 | 93,382 | 29,671 | 95,020 | 25,170 |
| • Kenosha | 75.1 | .0306 | 32.0 | 12.1 | 17.5 | 18.2 | 26.5 | 28.0 | 498,621 | 126,125 | 64,079 | 80,249 | 26,279 | 73,486 | 21,748 |
| SUBURBAN TOTAL | 45.5 | .0185 | 32.6 | 9.7 | 16.4 | 22.4 | 23.7 | 15.8 | 166,605 | 44,686 | 23,378 | 13,133 | 3,392 | 21,534 | 3,422 |
| **LA CROSSE** | **95.7** | **.0390** | **30.5** | **16.8** | **17.3** | **16.9** | **25.4** | **35.7** | **627,868** | **100,944** | **61,704** | **110,821** | **51,101** | **138,828** | **17,133** |
| La Crosse | 95.7 | .0390 | 30.5 | 16.8 | 17.3 | 16.9 | 25.4 | 35.7 | 627,868 | 100,944 | 61,704 | 110,821 | 51,101 | 138,828 | 17,133 |
| • La Crosse | 49.5 | .0202 | 30.9 | 23.3 | 14.7 | 13.9 | 30.1 | 19.7 | 519,127 | 66,673 | 51,092 | 101,266 | 49,197 | 109,480 | 12,881 |
| SUBURBAN TOTAL | 46.2 | .0188 | 30.2 | 9.8 | 20.2 | 20.1 | 20.3 | 16.0 | 108,741 | 34,271 | 10,612 | 9,555 | 1,904 | 29,348 | 4,252 |
| **MADISON** | **347.1** | **.1413** | **29.9** | **16.3** | **22.6** | **18.6** | **19.8** | **138.3** | **2,686,960** | **413,676** | **306,499** | **327,713** | **326,493** | **629,700** | **65,809** |
| Dane | 347.1 | .1413 | 29.9 | 16.3 | 22.6 | 18.6 | 19.8 | 138.3 | 2,686,960 | 413,676 | 306,499 | 327,713 | 326,493 | 629,700 | 65,809 |
| • Madison | 177.7 | .0723 | 29.4 | 21.1 | 23.3 | 16.6 | 20.3 | 74.0 | 1,589,653 | 235,318 | 215,096 | 285,698 | 100,517 | 324,194 | 46,962 |
| SUBURBAN TOTAL | 169.4 | .0690 | 30.4 | 11.4 | 21.9 | 20.6 | 19.3 | 64.3 | 1,097,307 | 178,358 | 91,403 | 42,015 | 225,976 | 305,506 | 18,847 |
| **MILWAUKEE** | **1,390.9** | **.5662** | **32.4** | **11.1** | **17.7** | **19.5** | **25.9** | **529.4** | **8,469,597** | **1,778,849** | **931,317** | **1,129,076** | **478,381** | **1,894,278** | **275,417** |
| Milwaukee | 930.4 | .3788 | 32.7 | 12.0 | 18.1 | 17.5 | 28.3 | 373.4 | 5,912,690 | 1,193,193 | 709,777 | 834,594 | 377,129 | 1,173,876 | 201,824 |
| • Milwaukee | [illegible] | .2463 | 31.4 | [illegible] | [illegible] | [illegible] | 27.8 | [illegible] | [illegible] | [illegible] | [illegible] | 384,325 | 224,608 | 525,423 | 126,711 |

# Excellent reach & frequency of the Green Bay MSA 7 days a week

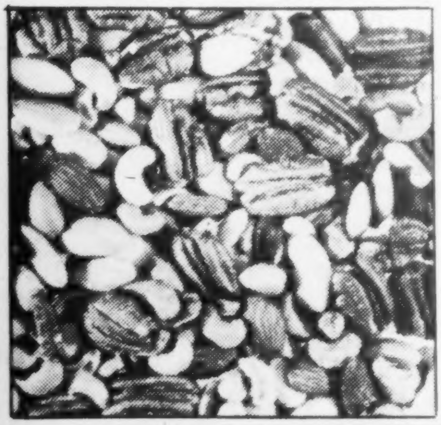
| | 1 issue | 5 issues |
|---|---|---|
| Daily | 73% | 82% |
| Sunday | 85% | 94% |
| | (4.5 freq.) | (4.5 freq.) |

Represented by
Gannett National
Newspaper Sales

SOURCE: Matousek & Associates Research,
Green Bay MSA survey, Oct. 1986

**Green Bay Press-Gazette**
Circulation more than
56,000 daily 79,000 Sunday

| **WISC.** (cont.) | POPULATION—12/31/87 | | | | | | | | RETAIL SALES BY STORE GROUP—1987 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
| Wauwatosa | 49.6 | .0202 | 39.0 | 8.6 | 15.6 | 18.9 | 36.4 | 19.9 | 630,961 | 46,356 | 53,542 | 112,204 | 30,902 | 162,128 | 13,818 |
| West Allis | 64.0 | .0261 | 35.9 | 11.4 | 17.0 | 16.9 | 34.1 | 27.4 | 513,005 | 86,561 | 53,430 | 53,887 | 46,993 | 150,879 | 13,286 |
| Ozaukee | 71.8 | .0292 | 32.6 | 9.3 | 16.5 | 23.5 | 22.6 | 25.0 | 381,569 | 81,588 | 33,369 | 11,058 | 11,834 | 149,120 | 13,787 |
| Washington | 92.4 | .0376 | 30.5 | 9.5 | 18.2 | 21.6 | 20.2 | 30.9 | 368,495 | 85,838 | 40,176 | 44,193 | 19,314 | 61,965 | 12,801 |
| Waukesha | 296.3 | .1206 | 31.9 | 9.2 | 17.2 | 24.0 | 20.7 | 100.1 | 1,806,843 | 418,230 | 147,995 | 239,231 | 70,104 | 509,317 | 47,005 |
| • Waukesha | 53.0 | .0216 | 29.5 | 13.1 | 21.0 | 19.0 | 19.3 | 19.9 | 446,307 | 85,729 | 32,763 | 56,834 | 12,726 | 163,789 | 11,094 |
| SUBURBAN TOTAL | 732.9 | .2983 | 33.5 | 9.4 | 16.8 | 22.5 | 25.0 | 263.4 | 4,799,379 | 955,717 | 431,101 | 687,917 | 241,047 | 1,205,066 | 137,612 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1,566.0*** | ***.6375*** | ***32.3*** | ***11.0*** | ***17.8*** | ***19.5*** | ***25.7*** | ***593.3*** | ***9,393,526*** | ***1,992,136*** | ***1,026,698*** | ***1,261,551*** | ***525,525*** | ***2,093,595*** | ***307,895*** |
| **RACINE** | **175.1** | **.0713** | **31.6** | **10.5** | **17.2** | **19.9** | **24.3** | **63.9** | **923,929** | **213,287** | **95,381** | **132,475** | **47,144** | **199,317** | **32,478** |
| Racine | 175.1 | .0713 | 31.6 | 10.5 | 17.2 | 19.9 | 24.3 | 63.9 | 923,929 | 213,287 | 95,381 | 132,475 | 47,144 | 199,317 | 32,478 |
| • Racine | 82.7 | .0337 | 31.5 | 11.3 | 17.8 | 17.0 | 26.9 | 32.7 | 545,488 | 143,815 | 50,863 | 110,382 | 30,721 | 61,824 | 29,600 |
| SUBURBAN TOTAL | 92.4 | .0376 | 31.7 | 9.8 | 16.7 | 22.6 | 21.9 | 31.2 | 378,441 | 69,472 | 44,518 | 22,093 | 16,423 | 137,493 | 2,878 |
| **SHEBOYGAN** | **103.3** | **.0420** | **33.2** | **10.3** | **16.5** | **18.4** | **28.5** | **38.1** | **490,736** | **107,234** | **50,711** | **84,378** | **20,138** | **113,063** | **15,728** |
| Sheboygan | 103.3 | .0420 | 33.2 | 10.3 | 16.5 | 18.4 | 28.5 | 38.1 | 490,736 | 107,234 | 50,711 | 84,378 | 20,138 | 113,063 | 15,728 |
| • Sheboygan | 47.8 | .0195 | 34.3 | 10.7 | 16.2 | 16.8 | 32.0 | 19.0 | 329,813 | 72,565 | 33,498 | 68,681 | 13,975 | 70,768 | 12,692 |
| SUBURBAN TOTAL | 55.5 | .0225 | 32.2 | 9.9 | 16.7 | 19.8 | 25.5 | 19.1 | 160,923 | 34,669 | 17,213 | 15,697 | 6,163 | 42,295 | 3,036 |
| **WAUSAU** | **113.1** | **.0460** | **31.4** | **10.6** | **17.2** | **19.2** | **24.6** | **40.9** | **581,816** | **122,992** | **43,856** | **100,313** | **25,358** | **127,840** | **7,903** |
| Marathon | 113.1 | .0460 | 31.4 | 10.6 | 17.2 | 19.2 | 24.6 | 40.9 | 581,816 | 122,992 | 43,856 | 100,313 | 25,358 | 127,840 | 7,903 |
| • Wausau | 33.5 | .0136 | 34.6 | 12.0 | 16.6 | 17.1 | 32.2 | 14.2 | 373,802 | 70,661 | 26,362 | 77,124 | 13,609 | 78,949 | 7,017 |
| SUBURBAN TOTAL | 79.6 | .0324 | 30.1 | 10.1 | 17.5 | 20.1 | 21.4 | 26.7 | 208,014 | 52,331 | 17,494 | 23,189 | 11,749 | 48,891 | 886 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 13.8 | .0056 | 38.0 | 8.2 | 15.2 | 18.8 | 35.3 | 5.2 | 25,854 | 7,967 | 2,895 | 1,877 | 648 | 6,756 | 531 |
| Ashland | 16.5 | .0067 | 34.5 | 10.5 | 14.4 | 16.0 | 33.4 | 6.3 | 95,427 | 15,921 | 8,405 | 9,363 | 3,569 | 19,930 | 3,001 |
| Barron | 40.9 | .0166 | 34.3 | 9.9 | 14.9 | 17.4 | 31.5 | 15.5 | 254,656 | 41,428 | 25,271 | 31,627 | 8,879 | 69,618 | 9,120 |
| Bayfield | 14.4 | .0059 | 36.0 | 7.6 | 15.1 | 18.0 | 33.2 | 5.5 | 34,343 | 10,683 | 6,406 | 1,580 | 328 | 5,937 | 1,320 |
| Buffalo | 14.2 | .0058 | 34.5 | 9.5 | 14.3 | 18.1 | 31.1 | 5.5 | 38,787 | 9,946 | 5,885 | 355 | 1,199 | 9,567 | 1,566 |
| Burnett | 14.1 | .0057 | 38.6 | 7.4 | 13.3 | 17.9 | 36.7 | 5.3 | 50,185 | 11,204 | 5,347 | 2,393 | 887 | 13,791 | 534 |
| Clark | 34.3 | .0139 | 33.6 | 8.6 | 14.1 | 17.3 | 30.7 | 12.0 | 87,659 | 25,584 | 7,241 | 4,608 | 2,553 | 24,042 | 3,745 |
| Columbia | 46.9 | .0191 | 34.9 | 8.6 | 15.7 | 19.2 | 30.6 | 17.7 | 279,213 | 56,515 | 36,288 | 9,878 | 8,354 | 65,485 | 8,326 |
| Crawford | 16.7 | .0068 | 33.6 | 8.5 | 15.1 | 17.3 | 30.6 | 6.0 | 66,097 | 14,610 | 6,751 | 4,938 | 2,414 | 23,191 | 1,543 |
| Dodge | 75.6 | .0308 | 33.2 | 9.7 | 16.7 | 18.9 | 28.0 | 26.5 | 286,414 | 51,379 | 24,567 | 56,721 | 7,896 | 59,350 | 6,300 |
| Door | 27.3 | .0111 | 34.3 | 10.0 | 16.2 | 16.8 | 32.0 | 10.7 | 150,950 | 34,771 | 26,220 | 12,574 | 4,961 | 28,715 | 3,588 |
| ☐ Douglas | 41.8 | .0170 | 33.0 | 11.7 | 16.7 | 17.0 | 29.6 | 16.2 | 210,982 | 37,021 | 34,412 | 22,805 | 4,913 | 34,528 | 5,895 |
| • Superior | 27.1 | .0110 | 33.0 | 13.4 | 16.7 | 15.6 | 31.0 | 11.2 | 187,372 | 33,354 | 26,932 | 21,615 | 4,544 | 34,258 | 5,856 |
| Dunn | 35.7 | .0146 | 28.5 | 20.8 | 15.9 | 15.5 | 24.2 | 12.1 | 144,052 | 33,349 | 17,276 | 15,727 | 4,020 | 32,919 | 4,627 |
| Florence | 4.2 | .0017 | 36.6 | 7.8 | 13.3 | 18.3 | 33.8 | 1.4 | 7,248 | 1,405 | 2,111 | | 63 | 2,408 | 245 |
| Fond du Lac | 90.5 | .0368 | 32.1 | 10.9 | 16.7 | 18.3 | 26.8 | 32.0 | 466,464 | 117,931 | 42,592 | 62,217 | 26,066 | 115,287 | 14,791 |
| Forest | 9.4 | .0039 | 34.5 | 9.6 | 13.1 | 17.3 | 32.0 | 3.4 | 15,489 | 6,141 | 1,679 | 931 | 403 | 659 | 360 |
| Grant | 51.8 | .0210 | 30.1 | 15.6 | 14.6 | 16.5 | 26.3 | 17.7 | 230,169 | 55,482 | 23,227 | 14,375 | 9,693 | 62,716 | 5,957 |
| Green | 31.6 | .0129 | 33.2 | 9.2 | 16.8 | 18.2 | 28.7 | 12.1 | 269,760 | 49,426 | 20,342 | 10,789 | 7,508 | 69,829 | 6,861 |
| Green Lake | 19.0 | .0077 | 36.6 | 8.3 | 14.4 | 17.5 | 34.5 | 7.4 | 128,004 | 26,013 | 10,439 | 29,790 | 2,996 | 24,115 | 2,073 |
| Iowa | 20.5 | .0084 | 32.2 | 9.7 | 16.1 | 17.2 | 28.2 | 7.6 | 295,572 | 26,827 | 12,346 | 3,118 | 6,266 | 37,898 | 6,310 |
| Iron | 6.4 | .0026 | 40.7 | 8.4 | 13.3 | 16.3 | 40.2 | 2.7 | 56,853 | 16,378 | 6,495 | 2,420 | 872 | 8,391 | 414 |
| Jackson | 16.8 | .0068 | 34.8 | 8.7 | 15.1 | 18.1 | 31.6 | 6.3 | 102,153 | 26,202 | 10,357 | 1,424 | 1,381 | 23,839 | 1,583 |
| Jefferson | 68.6 | .0280 | 32.3 | 12.1 | 16.2 | 19.1 | 26.6 | 24.7 | 269,963 | 64,689 | 33,744 | 44,163 | 12,902 | 35,734 | 7,538 |
| Juneau | 21.8 | .0088 | 35.6 | 8.3 | 13.8 | 18.2 | 32.7 | 8.5 | 100,591 | 17[illegible] | 10,155 | 4,158 | 2,301 | 23,226 | 3,240 |
| Kewaunee | 19.8 | .0081 | 32.3 | 10.2 | 15.1 | 17.0 | 28.9 | 6.8 | 60,905 | 16,364 | 6,717 | 844 | 3,266 | 18,385 | 1,330 |
| Lafayette | 17.1 | .0069 | 32.5 | 10.1 | 14.6 | 17.6 | 28.8 | 6.2 | 35,967 | 7,125 | 4,009 | 500 | 1,170 | 9,932 | 779 |



YOU GOTTA BE NUTS...

If you think you can reach the third highest EBI in Wisconsin without KENRAC. In fact you'll get 65% market penetration in Southeastern Wisconsin with KENRAC!

kenrac
Have the corner on the Wisconsin Market

KENRAC · the Journal Times and Kenosha News represented nationally by · Branham Newspaper Sales Inc

## WISC. (cont.) POPULATION—12/31/87 | RETAIL SALES BY STORE GROUP—1987

| **METRO AREA** County City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse. ($000) | Furniture/ Furnish/ Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Langlade | 19.9 | .0081 | 35.1 | 8.7 | 13.7 | 17.3 | 33.0 | 7.5 | 152,291 | 30,500 | 11,727 | 14,994 | 1,858 | 38,066 | 4,068 |
| Lincoln | 29.1 | .0119 | 34.9 | 9.1 | 14.0 | 19.1 | 30.7 | 10.9 | 111,114 | 39,680 | 11,673 | 6,642 | 4,305 | 13,140 | 5,368 |
| Manitowoc | 82.3 | .0335 | 33.1 | 10.1 | 16.0 | 18.1 | 28.8 | 29.9 | 360,040 | 76,312 | 35,506 | 72,697 | 16,221 | 65,969 | 9,796 |
| Marinette | 41.3 | .0168 | 35.1 | 9.0 | 14.5 | 17.9 | 32.1 | 15.8 | 217,341 | 49,505 | 20,940 | 25,930 | 6,729 | 46,065 | 8,055 |
| Marquette | 13.5 | .0055 | 38.8 | 7.5 | 13.2 | 17.6 | 37.2 | 5.5 | 28,785 | 8,190 | 6,009 | 393 | 561 | 6,111 | 575 |
| Menominee | 4.1 | .0017 | 23.2 | 11.3 | 13.4 | 16.4 | 17.2 | .9 | 4,223 | 2,323 | 343 | 984 | | | |
| Monroe | 36.8 | .0150 | 33.5 | 9.0 | 15.6 | 18.4 | 29.3 | 13.3 | 177,607 | 40,322 | 22,497 | 18,007 | 5,064 | 33,089 | 5,541 |
| Oconto | 31.2 | .0127 | 34.2 | 8.7 | 14.6 | 18.2 | 30.7 | 11.7 | 82,060 | 19,706 | 8,417 | 2,708 | 2,128 | 18,476 | 2,160 |
| Oneida | 32.7 | .0133 | 36.1 | 8.8 | 15.1 | 19.9 | 31.7 | 12.9 | 225,077 | 44,201 | 25,570 | 27,543 | 6,553 | 57,087 | 4,533 |
| Pepin | 7.3 | .0030 | 33.5 | 9.7 | 14.4 | 16.5 | 31.4 | 2.7 | 24,848 | 4,746 | 4,117 | 343 | 1,072 | 5,744 | 998 |
| Pierce | 33.6 | .0137 | 29.0 | 16.7 | 16.8 | 17.1 | 22.8 | 11.4 | 120,042 | 27,873 | 21,648 | 245 | 5,662 | 28,214 | 7,353 |
| Polk | 35.0 | .0142 | 34.0 | 8.6 | 15.7 | 17.8 | 30.7 | 13.2 | 134,159 | 32,109 | 18,208 | 3,099 | 4,627 | 28,699 | 6,024 |
| Portage | 59.6 | .0243 | 28.2 | 18.5 | 17.4 | 16.7 | 21.5 | 20.1 | 318,466 | 52,380 | 34,705 | 37,090 | 15,482 | 63,569 | 6,570 |
| Price | 16.4 | .0067 | 36.3 | 7.6 | 13.7 | 17.5 | 34.1 | 6.3 | 70,115 | 24,288 | 6,007 | 2,377 | 2,314 | 13,806 | 3,319 |
| Richland | 17.3 | .0070 | 34.3 | 9.5 | 15.4 | 16.8 | 32.1 | 6.5 | 87,849 | 23,074 | 6,162 | 4,355 | 2,291 | 26,926 | 2,113 |
| Rusk | 16.0 | .0065 | 33.6 | 9.4 | 14.5 | 16.3 | 31.7 | 5.8 | 56,233 | 13,228 | 3,421 | 3,560 | 1,490 | 6,713 | 2,154 |
| ☐ St. Croix | 48.1 | .0196 | 30.6 | 10.3 | 18.0 | 20.0 | 22.1 | 16.5 | 203,126 | 34,291 | 20,553 | 21,313 | 4,436 | 60,290 | 6,246 |
| Sauk | 45.7 | .0186 | 34.2 | 9.0 | 15.8 | 18.4 | 30.3 | 17.6 | 227,987 | 70,686 | 29,304 | 13,192 | 8,190 | 35,184 | 9,518 |
| Sawyer | 14.8 | .0060 | 37.5 | 7.5 | 13.5 | 18.4 | 34.9 | 5.5 | 67,993 | 20,666 | 7,178 | 1,457 | 1,652 | 11,211 | 2,029 |
| Shawano | 38.2 | .0156 | 35.5 | 8.5 | 13.6 | 18.0 | 32.5 | 14.0 | 145,974 | 34,432 | 14,000 | 12,722 | 5,055 | 32,359 | 6,304 |
| Taylor | 18.9 | .0077 | 31.8 | 10.3 | 14.6 | 17.0 | 28.4 | 6.5 | 56,701 | 9,099 | 4,679 | 2,707 | 3,316 | 20,468 | 1,777 |
| Trempealeau | 26.2 | .0107 | 34.9 | 8.4 | 15.0 | 17.6 | 32.1 | 9.6 | 116,522 | 24,184 | 11,802 | 2,891 | 3,537 | 39,390 | 1,551 |
| Vernon | 26.5 | .0108 | 36.6 | 8.0 | 14.4 | 18.0 | 34.2 | 10.0 | 88,241 | 27,704 | 8,743 | 1,606 | 5,725 | 13,115 | 3,238 |
| Vilas | 18.4 | .0075 | 40.6 | 6.8 | 13.2 | 18.6 | 38.9 | 7.4 | 102,704 | 33,881 | 13,428 | 3,129 | 2,641 | 17,952 | 2,816 |
| Walworth | 73.5 | .0299 | 32.4 | 13.8 | 15.8 | 18.7 | 27.2 | 27.3 | 413,852 | 93,697 | 66,036 | 18,963 | 9,091 | 100,218 | 12,129 |
| Washburn | 14.5 | .0059 | 36.6 | 7.6 | 14.4 | 17.0 | 34.2 | 5.7 | 69,931 | 20,946 | 8,431 | 1,689 | 1,642 | 17,294 | 3,515 |
| Waupaca | 45.5 | .0186 | 35.8 | 8.6 | 14.6 | 17.4 | 33.7 | 16.6 | 214,288 | 51,698 | 24,376 | 26,474 | 7,857 | 55,821 | 5,372 |
| Waushara | 20.8 | .0084 | 37.5 | 7.9 | 14.1 | 18.0 | 35.2 | 8.3 | 74,264 | 15,124 | 5,295 | 4,249 | 945 | 21,456 | 796 |
| Wood | 77.1 | .0314 | 31.8 | 10.7 | 16.3 | 18.7 | 26.0 | 28.6 | 616,715 | 98,521 | 50,552 | 113,550 | 22,552 | 157,024 | 9,018 |
| **TOTAL METRO COUNTIES** | **3,212.5** | **1.3079** | **31.5** | **12.1** | **18.2** | **19.1** | **24.6** | **1,208.7** | **19,542,973** | **3,793,061** | **2,113,010** | **2,820,427** | **1,248,540** | **4,354,168** | **557,297** |
| **TOTAL STATE** | **4,836.6** | **1.9691** | **32.1** | **11.6** | **17.2** | **18.7** | **26.3** | **1,805.3** | **27,467,170** | **5,527,254** | **2,950,551** | **3,570,393** | **1,517,695** | **6,119,254** | **779,669** |

## WISC. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA** County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **APPLETON - OSHKOSH - NEENAH** | **3,980,875** | **28,110** | **20.5** | **31.6** | **21.0** | **14.1** | **.1204** |
| Calumet | 434,041 | 29,751 | 19.2 | 32.3 | 22.8 | 15.0 | .0120 |
| Outagamie | 1,785,220 | 29,398 | 18.5 | 32.2 | 22.1 | 15.2 | .0554 |
| • Appleton | 906,111 | 28,953 | 19.3 | 31.5 | 21.6 | 15.2 | .02[illegible]4 |
| Winnebago | 1,761,614 | 26,335 | 22.5 | 30.9 | 19.6 | 13.0 | .0530 |
| • Neenah | 326,736 | 28,818 | 18.9 | 32.6 | 21.4 | 15.2 | .0096 |
| • Oshkosh | 622,800 | 22,196 | 27.6 | 29.0 | 15.2 | 10.6 | .0220 |
| SUBURBAN TOTAL | 2,125,228 | 29,477 | 18.7 | 32.3 | 22.8 | 14.8 | .0614 |
| **EAU CLAIRE** | **1,580,362** | **23,463** | **25.5** | **28.6** | **17.2** | **11.8** | **.0541** |

## EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| **METRO AREA** County City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| Chippewa | 641,019 | 25,889 | 23.1 | 28.8 | 18.3 | 15.1 | .0200 |
| Eau Claire | 939,343 | 22,088 | 27.0 | 28.4 | 16.5 | 9.8 | .0341 |
| • Eau Claire | 605,703 | 20,982 | 28.4 | 27.5 | 15.5 | 9.1 | .0253 |
| SUBURBAN TOTAL | 974,659 | 25,235 | 23.5 | 29.3 | 18.3 | 13.7 | .0288 |
| **GREEN BAY** | **2,360,323** | **27,056** | **20.6** | **32.0** | **20.1** | **12.5** | **.0758** |
| Brown | 2,360,323 | 27,056 | 20.6 | 32.0 | 20.1 | 12.5 | .0758 |
| • Green Bay | 1,162,780 | 23,737 | 23.6 | 32.0 | 16.5 | 9.7 | .0401 |
| SUBURBAN TOTAL | 1,197,543 | 30,948 | 16.9 | 32.1 | 24.6 | 15.9 | .0357 |
| **JANESVILLE - BELOIT** | **1,735,431** | **27,971** | **19.6** | **30.7** | **21.0** | **13.6** | **.0547** |
| Rock | 1,735,431 | 27,971 | 19.6 | 30.7 | 21.0 | 13.6 | .0547 |

**YOUR BEST BUY**

*in Wisconsin**

*Outside Milwaukee

- 17 County Market Reach
- $11.4 Billion Effective Buying Income
- $5.6 Billion Retail Sales
- 987,600 Population
- 107,340 Daily Circulation
- 146,337 Sunday Circulation
- 2,200 Over 1987 (7 day Average)

Madison Newspapers, inc.

1901 Fish Hatchery Road • P.O. Box 8056 • Madison, Wisconsin 53708 • Phone (608) 252-6200

## WISC. (cont.) EFFECTIVE BUYING INCOME—1987

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | % of Hslds. by EBI Group: (A) $10,000-$19,999 (B) $20,000-$34,999 (C) $35,000-$49,999 (D) $50,000 & Over | | | | Buying Power Index |
|---|---|---|---|---|---|---|---|
| | | | A | B | C | D | |
| • Beloit | 414,261 | 24,612 | 21.5 | 28.6 | 18.7 | 11.8 | .0152 |
| • Janesville | 685,772 | 28,650 | 18.9 | 32.4 | 21.1 | 13.8 | .0238 |
| SUBURBAN TOTAL | 635,398 | 29,321 | 18.9 | 30.4 | 22.7 | 14.8 | .0157 |
| **KENOSHA** | **1,841,789** | **34,483** | **16.4** | **23.9** | **21.9** | **27.1** | **.0515** |
| Kenosha | 1,841,789 | 34,483 | 16.4 | 23.9 | 21.9 | 27.1 | .0515 |
| • Kenosha | 1,123,556 | 32,555 | 17.6 | 24.6 | 21.5 | 24.4 | .0333 |
| SUBURBAN TOTAL | 718,233 | 37,791 | 14.2 | 22.4 | 22.6 | 32.1 | .0182 |
| **LA CROSSE** | **1,205,528** | **25,070** | **23.2** | **29.2** | **18.5** | **13.3** | **.0389** |
| La Crosse | 1,205,528 | 25,070 | 23.2 | 29.2 | 18.5 | 13.3 | .0389 |
| • La Crosse | 607,174 | 21,497 | 26.5 | 26.3 | 15.5 | 11.4 | .0236 |
| SUBURBAN TOTAL | 598,354 | 29,353 | 19.1 | 32.7 | 22.3 | 15.6 | .0153 |
| **MADISON** | **4,976,292** | **27,703** | **21.4** | **27.7** | **19.9** | **17.0** | **.1581** |
| Dane | 4,976,292 | 27,703 | 21.4 | 27.7 | 19.9 | 17.0 | .1581 |
| • Madison | 2,546,488 | 24,899 | 23.3 | 26.2 | 17.1 | 16.2 | .0851 |
| SUBURBAN TOTAL | 2,429,804 | 30,378 | 19.2 | 29.8 | 23.0 | 17.9 | .0730 |
| **MILWAUKEE** | **19,741,526** | **29,668** | **19.0** | **27.3** | **21.6** | **18.5** | **.5856** |
| Milwaukee | 12,618,997 | 26,269 | 21.6 | 28.1 | 19.5 | 14.5 | .3875 |
| • Milwaukee | 7,494,976 | 23,462 | 23.7 | 28.0 | 17.9 | 11.2 | .2289 |
| Wauwatosa | 843,959 | 33,535 | 17.8 | 26.4 | 23.7 | 23.5 | .0295 |
| West Allis | 915,818 | 27,287 | 21.3 | 31.9 | 20.6 | 13.2 | .0295 |
| Ozaukee | 1,189,014 | 38,530 | 12.8 | 24.2 | 25.0 | 31.2 | .0317 |
| Washington | 1,191,362 | 32,436 | 15.3 | 30.8 | 25.8 | 18.4 | .0333 |
| Waukesha | 4,742,153 | 39,137 | 12.1 | 23.8 | 27.4 | 30.4 | .1331 |
| • Waukesha | 774,568 | 32,918 | 16.7 | 28.0 | 25.8 | 19.8 | .0251 |
| SUBURBAN TOTAL | 11,471,982 | 35,047 | 14.9 | 26.4 | 24.8 | 25.3 | .3316 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***22,091,733*** | ***29,741*** | ***18.9*** | ***27.3*** | ***21.8*** | ***18.4*** | ***.6546*** |
| **RACINE** | **2,350,207** | **30,328** | **17.7** | **28.4** | **23.2** | **17.4** | **.0690** |
| Racine | 2,350,207 | 30,328 | 17.7 | 28.4 | 23.2 | 17.4 | .0690 |
| • Racine | 1,077,138 | 26,696 | 20.7 | 28.4 | 21.0 | 13.4 | .0341 |
| SUBURBAN TOTAL | 1,273,069 | 33,712 | 14.6 | 28.3 | 25.6 | 21.6 | .0349 |
| **SHEBOYGAN** | **1,374,100** | **29,266** | **19.8** | **29.9** | **22.4** | **15.6** | **.0393** |
| Sheboygan | 1,374,100 | 29,266 | 19.8 | 29.9 | 22.4 | 15.6 | .0393 |
| • Sheboygan | 637,868 | 26,821 | 21.8 | 29.5 | 20.0 | 13.6 | .0203 |
| SUBURBAN TOTAL | 736,232 | 31,451 | 17.7 | 30.5 | 24.8 | 17.5 | .0190 |
| **WAUSAU** | **1,323,599** | **25,928** | **21.3** | **31.5** | **19.4** | **11.6** | **.0412** |
| Marathon | 1,323,599 | 25,928 | 21.3 | 31.5 | 19.4 | 11.6 | .0412 |
| • Wausau | 438,695 | 23,213 | 22.9 | 27.7 | 17.2 | 11.2 | .0168 |
| SUBURBAN TOTAL | 884,904 | 27,139 | 20.5 | 33.3 | 20.6 | 11.9 | .0244 |
| **OTHER COUNTIES** | | | | | | | |
| Adams | 151,697 | 21,524 | 27.4 | 27.7 | 15.2 | 10.3 | .0040 |
| Ashland | 159,819 | 18,739 | 30.6 | 28.0 | 12.3 | 6.4 | .0056 |
| Barron | 401,096 | 19,460 | 29.1 | 29.3 | 12.7 | 6.5 | .0146 |
| Bayfield | 139,742 | 18,764 | 29.7 | 26.7 | 13.2 | 7.1 | .0040 |
| Buffalo | 151,672 | 19,923 | 28.9 | 27.9 | 12.6 | 9.3 | .0044 |
| Burnett | 130,799 | 19,201 | 30.1 | 28.2 | 12.0 | 7.5 | .0042 |
| Clark | 303,411 | 18,498 | 28.7 | 27.9 | 10.9 | 7.3 | .0093 |
| Columbia | 531,183 | 23,851 | 23.8 | 31.6 | 17.5 | 9.9 | .0175 |
| Crawford | 154,578 | 18,044 | 30.5 | 27.3 | 10.4 | 7.2 | .0051 |
| Dodge | 903,526 | 27,013 | 21.4 | 31.1 | 20.0 | 13.7 | .0258 |
| Door | 341,998 | 24,119 | 24.7 | 32.1 | 16.0 | 11.7 | .0105 |
| ☐ Douglas | 487,078 | 23,306 | 24.0 | 28.0 | 17.5 | 11.0 | .0151 |
| • Superior | 335,474 | 22,416 | 24.7 | 26.2 | 16.7 | 11.6 | .0111 |
| Dunn | 315,699 | 18,270 | 30.6 | 28.1 | 10.6 | 6.6 | .0106 |
| Florence | 40,408 | 20,931 | 26.1 | 26.0 | 14.4 | 11.5 | .0011 |
| Fond du Lac | 1,049,834 | 26,343 | 22.2 | 32.4 | 20.1 | 11.4 | .0328 |
| Forest | 86,204 | 19,120 | 32.1 | 29.4 | 11.6 | 5.9 | .0025 |
| Grant | 518,330 | 21,449 | 25.4 | 29.6 | 13.9 | 10.0 | .0168 |
| Green | 387,843 | 24,065 | 24.1 | 30.2 | 17.0 | 11.8 | .0138 |
| Green Lake | 212,856 | 21,855 | 27.4 | 30.9 | 14.3 | 9.3 | .0073 |
| Iowa | 190,129 | 18,550 | 31.1 | 29.7 | 9.3 | 6.7 | .0104 |
| Iron | 52,649 | 14,500 | 35.2 | 25.1 | 5.6 | 2.4 | .0024 |
| Jackson | 157,995 | 18,663 | 28.3 | 28.5 | 12.6 | 5.3 | .0059 |
| Jefferson | 818,516 | 26,182 | 21.3 | 32.1 | 19.6 | 11.9 | .0237 |
| Juneau | 221,415 | 19,061 | 29.9 | 28.4 | 11.2 | 7.9 | .0071 |
| Kewaunee | 214,715 | 24,190 | 24.0 | 29.5 | 17.1 | 12.3 | .0061 |
| Lafayette | 172,773 | 21,487 | 26.0 | 30.2 | 14.6 | 8.9 | .0048 |
| Langlade | 202,448 | 19,852 | 28.3 | 28.5 | 11.9 | 9.2 | .0077 |
| Lincoln | 308,696 | 21,271 | 27.6 | [illegible] | 14.3 | 7.9 | .0093 |
| Manitowoc | 908,006 | 24,303 | 23.8 | 33.2 | 17.4 | 9.3 | .0279 |
| Marinette | 422,914 | 20,784 | 26.2 | 30.4 | 14.7 | 6.6 | .0141 |
| Marquette | 126,515 | 17,162 | 31.1 | 28.6 | 8.1 | 5.3 | .0036 |
| Menominee | 23,519 | 21,269 | 33.4 | 34.5 | 12.9 | 5.8 | .0009 |
| Monroe | 420,230 | 23,445 | 24.6 | 29.9 | 16.1 | 11.6 | .0130 |
| Oconto | 313,338 | 20,347 | 28.2 | 29.0 | 14.2 | 7.6 | .0091 |
| Oneida | 354,153 | 21,075 | 29.0 | 31.0 | 14.8 | 6.8 | .0125 |
| Pepin | 79,877 | 22,474 | 24.7 | 29.6 | 15.0 | 10.9 | .0023 |
| Pierce | 391,321 | 25,869 | 22.4 | 30.0 | 17.2 | 15.1 | .0114 |
| Polk | 357,882 | 20,588 | 27.3 | 29.3 | 14.0 | 8.1 | .0110 |
| Portage | 684,749 | 25,954 | 22.1 | 28.4 | 19.4 | 14.0 | .0218 |
| Price | 168,364 | 19,729 | 26.7 | 26.9 | 14.8 | 7.7 | .0052 |
| Richland | 176,680 | 20,243 | 27.6 | 30.5 | 12.1 | 8.0 | .0058 |
| Rusk | 138,151 | 17,166 | 33.4 | 27.2 | 9.9 | 4.5 | .0046 |
| ☐ St. Croix | 619,356 | 30,678 | 17.9 | 27.1 | 22.4 | 19.3 | .0175 |
| Sauk | 528,703 | 22,666 | 25.6 | 31.9 | 15.6 | 9.0 | .0164 |
| Sawyer | 129,593 | 16,974 | 31.0 | 26.3 | 10.1 | 5.6 | .0045 |
| Shawano | 373,683 | 19,744 | 28.2 | 28.7 | 13.1 | 7.6 | .0119 |
| Taylor | 173,228 | 19,459 | 29.5 | 28.6 | 12.3 | 7.8 | .0053 |
| Trempealeau | 243,967 | 19,134 | 29.7 | 30.0 | 11.0 | 6.3 | .0082 |
| Vernon | 269,755 | 19,196 | 27.6 | 26.0 | 13.4 | 8.6 | .0081 |
| Vilas | 193,295 | 19,129 | 31.6 | 29.6 | 11.2 | 6.8 | .0066 |
| Walworth | 753,226 | 21,204 | 26.9 | 31.9 | 13.9 | 7.1 | .0257 |
| Washburn | 134,882 | 17,527 | 32.7 | 27.1 | 10.5 | 4.7 | .0047 |
| Waupaca | 466,067 | 21,530 | 25.4 | 31.4 | 14.5 | 7.7 | .0152 |
| Waushara | 198,013 | 17,361 | 31.1 | 27.6 | 9.9 | 5.2 | .0063 |
| Wood | 983,160 | 27,265 | 21.1 | 28.4 | 20.4 | 15.1 | .0336 |
| **TOTAL METRO COUNTIES** | **43,576,866** | **28,629** | **19.9** | **28.4** | **21.0** | **16.8** | **1.3212** |
| **TOTAL STATE** | **60,917,768** | **26,138** | **22.0** | **28.9** | **19.0** | **14.3** | **1.8782** |

**Test marketing in Milwaukee: No restrictions. Reliable results.**

Milwaukee, one of the top 10 test markets in America, is the home of one of America's greatest test marketing vehicles: The Milwaukee Journal/Milwaukee Sentinel.

The Journal and Sentinel offer services like:

- Two- and four-way split runs — any day, size or section, in color or black and white; and
- precise target marketing capabilities to zero in on just your prime prospects through demographic zoning by zip codes.

Get the answers in Milwaukee! Call Ben Kordus at (414)224-2472 to find out how our services can work for you.

**The Milwaukee Journal/Milwaukee Sentinel**

P.O. Box 661, Milwaukee, WI 53201-0661 • Member Million Market Newspapers/Times Mirror National Marketing: New York, Chicago, Detroit, San Francisco, Los Angeles, Dallas, Miami

Source: Saatchi & Saatchi DFS Compton, 1988. Based on number of new products tested Jan. '85-April '87.

# Wyoming

S&MM ESTIMATES

## POPULATION—12/31/87 · RETAIL SALES BY STORE GROUP—1987

| METRO AREA<br>County<br>City | Total Population (Thousands) | % Of U.S. | Median Age Of Pop. | % of Population by Age Group: 18-24 Years | 25-34 Years | 35-49 Years | 50 & Over | Households (Thousands) | Total Retail Sales ($000) | Food ($000) | Eating & Drinking Places ($000) | General Mdse ($000) | Furniture/Furnish/Appliance ($000) | Automotive ($000) | Drug ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CASPER** | **70.9** | **.0288** | **29.5** | **12.7** | **21.5** | **19.6** | **18.6** | **26.9** | **561,133** | **110,172** | **48,057** | **62,942** | **31,140** | **140,904** | **21,183** |
| Natrona | 70.9 | .0288 | 29.5 | 12.7 | 21.5 | 19.6 | 18.6 | 26.9 | 561,133 | 110,172 | 48,057 | 62,942 | 31,140 | 140,904 | 21,183 |
| • Casper | 47.5 | .0193 | 30.2 | 12.8 | 21.3 | 19.5 | 20.3 | 18.4 | 516,074 | 99,752 | 39,814 | 61,312 | 30,669 | 136,740 | 20,905 |
| SUBURBAN TOTAL | 23.4 | .0095 | 28.0 | 12.6 | 22.2 | 19.6 | 14.9 | 8.5 | 45,059 | 10,420 | 8,243 | 1,630 | 471 | 4,164 | 278 |
| **CHEYENNE** | **73.7** | **.0300** | **30.5** | **12.6** | **19.2** | **19.9** | **21.4** | **28.8** | **640,460** | **95,530** | **63,468** | **84,934** | **31,938** | **134,836** | **22,537** |
| Laramie | 73.7 | .0300 | 30.5 | 12.6 | 19.2 | 19.9 | 21.4 | 28.8 | 640,460 | 95,530 | 63,468 | 84,934 | 31,938 | 134,836 | 22,537 |
| • Cheyenne | 53.0 | .0216 | 31.7 | 11.5 | 19.1 | 19.7 | 24.0 | 21.6 | 576,243 | 80,235 | 59,965 | 79,704 | 31,153 | 126,875 | 22,438 |
| SUBURBAN TOTAL | 20.7 | .0084 | 27.4 | 15.2 | 19.7 | 20.5 | 14.5 | 7.2 | 64,217 | 15,295 | 3,503 | 5,230 | 785 | 7,961 | 99 |
| **OTHER COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 29.9 | .0121 | 26.7 | 24.9 | 21.1 | 15.9 | 16.5 | 12.0 | 275,447 | 53,470 | 38,028 | 8,384 | 13,543 | 49,759 | 15,668 |
| Big Horn | 12.3 | .0051 | 32.8 | 8.6 | 14.6 | 18.2 | 28.6 | 4.5 | 40,471 | 13,264 | 4,402 | 1,936 | 1,877 | 6,070 | 1,347 |
| Campbell | 32.6 | .0132 | 26.2 | 14.7 | 24.8 | 18.6 | 9.6 | 11.3 | 271,545 | 62,694 | 23,890 | 20,941 | 16,489 | 49,536 | 15,044 |
| Carbon | 19.4 | .0079 | 28.9 | 12.2 | 21.8 | 19.1 | 17.6 | 6.6 | 121,507 | 26,899 | 7,934 | 6,586 | 2,617 | 16,975 | 6,125 |
| Converse | 14.0 | .0057 | 27.4 | 12.1 | 21.4 | 19.5 | 14.3 | 4.8 | 70,824 | 17,283 | 7,735 | 2,063 | 1,879 | 17,757 | 2,303 |
| Crook | 5.9 | .0024 | 31.1 | 9.6 | 16.6 | 20.7 | 22.8 | 2.3 | 17,440 | 4,721 | 3,030 | 331 | 83 | 592 | 402 |
| Fremont | 35.8 | .0146 | 29.2 | 11.2 | 19.4 | 20.3 | 18.5 | 12.4 | 236,407 | 51,983 | 19,988 | 20,263 | 7,957 | 53,739 | 10,465 |
| Goshen | 12.8 | .0052 | 34.2 | 10.0 | 15.2 | 18.6 | 30.1 | 5.0 | 72,482 | 19,336 | 6,051 | 6,651 | 757 | 8,266 | 3,738 |
| Hot Springs | 5.9 | .0024 | 34.4 | 9.4 | 15.8 | 17.7 | 31.4 | 2.2 | 41,824 | 15,159 | 3,348 | 943 | 643 | 6,931 | 1,485 |
| Johnson | 6.6 | .0027 | 33.5 | 8.1 | 17.5 | 19.6 | 27.7 | 2.6 | 59,969 | 9,573 | 7,891 | 1,626 | 1,159 | 11,613 | 1,123 |
| Lincoln | 15.9 | .0065 | 27.9 | 8.9 | 18.2 | 17.1 | 20.0 | 5.4 | 91,543 | 22,193 | 11,858 | 2,087 | 980 | 21,372 | 2,598 |
| Niobrara | 2.9 | .0012 | 37.9 | 8.3 | 13.6 | 19.9 | 34.1 | 1.2 | 24,813 | 3,348 | 3,249 | 414 | 400 | 5,984 | 215 |
| Park | 24.1 | .0098 | 32.0 | 10.9 | 17.5 | 20.7 | 24.0 | 9.1 | 179,148 | 46,404 | 12,336 | 25,265 | 5,227 | 33,442 | 4,609 |
| Platte | 10.5 | .0043 | 30.8 | 10.0 | 20.2 | 20.0 | 21.4 | 4.2 | 44,198 | 12,215 | 4,458 | 3,652 | 848 | 9,644 | 443 |
| Sheridan | 26.3 | .0107 | 32.2 | 9.6 | 19.6 | 18.4 | 26.0 | 10.2 | 172,504 | 28,074 | 14,666 | 15,139 | 8,542 | 40,843 | 11,430 |
| Sublette | 6.5 | .0027 | 30.9 | 8.9 | 19.2 | 21.6 | 20.5 | 2.2 | 30,515 | 12,804 | 2,762 | 1,023 | 1,019 | 1,523 | 686 |
| Sweetwater | 44.5 | .0181 | 27.4 | 12.6 | 22.7 | 18.6 | 14.1 | 15.8 | 277,932 | 65,440 | 23,300 | 32,765 | 10,795 | 48,812 | 8,017 |
| Teton | 11.4 | .0046 | 30.4 | 12.5 | 29.2 | 22.4 | 14.2 | 5.0 | 178,205 | 29,077 | 24,856 | 8,464 | 7,899 | 13,639 | 5,730 |
| Uinta | 21.3 | .0087 | 26.8 | 12.4 | 21.6 | 16.4 | 15.8 | 6.9 | 279,458 | 57,430 | 37,399 | 10,957 | 3,765 | 34,830 | 3,409 |
| Washakie | 9.8 | .0040 | 30.6 | 9.6 | 17.5 | 19.5 | 22.8 | 3.5 | 66,745 | 10,370 | 3,523 | 5,928 | 2,872 | 24,754 | 1,607 |
| Weston | 7.4 | .0030 | 30.6 | 10.7 | 18.0 | 19.7 | 22.3 | 2.8 | 54,356 | 12,070 | 3,231 | 1,608 | 770 | 13,626 | 1,978 |
| **TOTAL METRO COUNTIES** | **144.6** | **.0588** | **30.0** | **12.6** | **20.3** | **19.8** | **20.0** | **55.7** | **1,201,593** | **205,702** | **111,525** | **147,876** | **63,078** | **275,740** | **43,720** |
| **TOTAL STATE** | **500.4** | **.2037** | **29.3** | **12.5** | **20.4** | **19.1** | **19.3** | **185.7** | **3,808,926** | **779,509** | **375,460** | **324,902** | **153,199** | **745,447** | **142,142** |

## WYO. EFFECTIVE BUYING INCOME—1987

% of Hslds. by EBI Group:
(A) $10,000-$19,999
(B) $20,000-$34,999
(C) $35,000-$49,999
(D) $50,000 & Over

| METRO AREA<br>County<br>City | Total EBI ($000) | Median Hsld. EBI | A | B | C | D | Buying Power Index |
|---|---|---|---|---|---|---|---|
| **CASPER** | **902,621** | **27,945** | **18.6** | **31.7** | **20.9** | **14.7** | **.0308** |
| Natrona | 902,621 | 27,945 | 18.6 | 31.7 | 20.9 | 14.7 | .0308 |
| • Casper | 622,417 | 28,199 | 18.8 | 29.2 | 21.8 | 15.3 | .0236 |
| SUBURBAN TOTAL | 280,204 | 27,505 | 18.2 | 36.9 | 19.2 | 13.4 | .0072 |
| **CHEYENNE** | **865,634** | **23,159** | **25.5** | **26.9** | **17.2** | **12.3** | **.0319** |
| Laramie | 865,634 | 23,159 | 25.5 | 26.9 | 17.3 | 12.3 | .0319 |
| • Cheyenne | 642,708 | 23,302 | 24.5 | 26.9 | 17.4 | 12.2 | .0255 |
| SUBURBAN TOTAL | 222,926 | 22,762 | 28.4 | 26.6 | 16.9 | 12.5 | .0064 |
| **OTHER COUNTIES** | | | | | | | |
| Albany | 336,073 | 20,399 | 24.4 | 25.7 | 14.2 | 10.9 | .0130 |
| Big Horn | 114,649 | 19,841 | 26.2 | 29.5 | 12.2 | 8.0 | .0036 |
| Campbell | 470,513 | 36,656 | 13.9 | 26.2 | 28.6 | 14.6 | .0151 |
| Carbon | 216,459 | 28,028 | 17.9 | 30.3 | 22.1 | 14.1 | .0074 |
| Converse | 161,015 | 29,046 | 16.3 | 34.5 | 22.9 | 13.8 | .0051 |
| Crook | 59,045 | 20,017 | 30.5 | 30.1 | 11.7 | 8.3 | .0017 |
| Fremont | 366,073 | 25,435 | 22.6 | 33.2 | 18.8 | 9.8 | .0133 |
| Goshen | 128,494 | 19,189 | 27.6 | 27.7 | 10.6 | 9.7 | .0044 |
| Hot Springs | 68,987 | 25,209 | 20.3 | 27.5 | 17.6 | 14.8 | .0024 |
| Johnson | 67,906 | 18,250 | 28.1 | 26.0 | 10.7 | 9.5 | .0027 |
| Lincoln | 164,080 | 25,093 | 23.5 | 30.8 | 16.8 | 12.6 | .0057 |
| Niobrara | 27,483 | 16,321 | 27.5 | 24.6 | 8.3 | 7.7 | .0011 |
| Park | 274,869 | 24,300 | 24.6 | 29.8 | 16.4 | 12.0 | .0098 |
| Platte | 115,834 | 24,223 | 20.6 | 33.2 | 19.2 | 7.4 | .0034 |
| Sheridan | 344,820 | 27,323 | 21.1 | 25.7 | 20.7 | 16.2 | .0110 |
| Sublette | 59,691 | 21,731 | 26.2 | 31.0 | 14.4 | 9.0 | .0020 |
| Sweetwater | 618,565 | 33,950 | 14.0 | 28.8 | 26.6 | 21.3 | .0187 |
| Teton | 158,528 | 24,326 | 23.7 | 33.3 | 14.2 | 13.8 | .0069 |
| Uinta | 266,227 | 34,112 | 13.9 | 28.0 | 29.4 | 18.5 | .0112 |
| Washakie | 110,347 | 25,974 | 22.8 | 31.2 | 18.0 | 14.1 | .0038 |
| Weston | 100,183 | 32,131 | 17.8 | 25.9 | 27.0 | 16.5 | .0033 |
| **TOTAL METRO COUNTIES** | **1,768,255** | **25,753** | **22.2** | **29.1** | **19.1** | **13.4** | **.0627** |
| **TOTAL STATE** | **5,998,096** | **26,551** | **21.1** | **29.1** | **19.7** | **14.2** | **.2083** |

COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

# AD INDEX

**This index is provided as an additional reader service. The publisher does not assume any liability for errors or omissions.**

ADI-2 GROUP CONNECTICUT ... **C-34**
ADVO SYSTEM, INC. ... **A-42-A-43**
AKRON BEACON JOURNAL ... **C-133**
ALLENTOWN MORNING CALL ... **C-151**
AMERICAN ADVERTISING DISTRIBUTORS, INC. ... **A-29**
AMERICAN MARKETING ASSOCIATION ... **A-38**
AMERICAN NEWSPAPER MARKETS, INC. ... **B-4**
ARKANSAS DEMOCRAT ... **C-10**
ARKANSAS GAZETTE ... **B-26, C-9**
ASBURY PARK PRESS ... **C-112**
ATLANTA JOURNAL CONSTITUTION ... **C-49**
AUSTIN AMERICAN STATESMAN ... **C-172**

BAKERSFIELD CALIFORNIAN ... **C-13**
BALTIMORE SUN ... **C-86**
BANGOR DAILY NEWS ... **C-84**
BATON ROUGE STATE TIMES ... **C-81**
BILL COMMUNICATIONS ... **C-2**
BILOXI SUN HERALD ... **C-98**
BIRMINGHAM NEWS ... **C-4**
BLOOMINGTON HERALD TELEPHONE ... **C-62**
BLOOMINGTON PANTAGRAPH ... **A-25**
BOARD OF TRADE OF METROPOLITAN TORONTO ... **A-39**
BOOTH NEWSPAPERS ... **C-92**
BOSTON AREA NEWSPAPER DAILIES (BAND) ... **C-88**
BRANHAM NEWSPAPER SALES ... **A-39**
BRIDGEPORT POST TELEGRAM ... **C-33**
BROCKTON ENTERPRISE ... **C-87**
BUFFALO NEWS ... **C-117**
BUY ONE INDIANA NEWSPAPER GROUP (BOING) ... **C-67**

CAPITAL NEWSPAPERS ... **C-118, C122**
CEDAR RAPIDS GAZETTE ... **C-68**
CENTRAL ILLINOIS GROUP ... **C-60**
CENTRAL NEW JERSEY HOME NEWS ... **C-112**
CHARLOTTE ADI NEWSPAPER NETWORK ... **C-128**
CHARLOTTE OBSERVER ... **C-124**
CHICAGO TRIBUNE ... **B-9**
CINCINNATI ENQUIRER & POST ... **C-138**
CLEVELAND ADI 8 NEWSPAPER NETWORKS **C-134**
CLEVELAND PLAIN DEALER ... **C-139**
COLUMBIA STATE NEWSPAPER ... **C-154**
COLUMBUS DISPATCH ... **C-135**
CONTRA COSTA TIMES ... **C-25**
CORPUS CHRISTI CALLER TIMES ... **C-164**

DALLAS MORNING NEWS ... **C-165**
DALLAS TIMES-HERALD ... **C-174**
DATA SERVICE ... **A-4, A-31-A-36**
DAYTONA BEACH NEWS/JOURNAL ... **C-45**
DENVER POST ... **C-31**
DENVER ROCKY MOUNTAIN NEWS ... **C-30**
DES MOINES RESGISTER ... **C-71**
DIALOG INFORMATION SERVICES ... **A-50**

EASTERN NORTH CAROLINA NEWSPAPER NETWORK (ENCNN) ... **C-128**
ELKHART TRUTH ... **C-67**
ERIE TIMES NEWS ... **C-149**
ESCONDIDO TIMES ADVOCATE ... **C-28**
EXCELSIOR HOTEL LITTLE ROCK ... **A-41**

F.W. DODGE ... **B-37**
FAIRFIELD COUNTY DAILIES ... **C-33**
FARGO FORUM ... **C-131**
FAYETTEVILLE OBSERVER-TIMES ... **C-125**
FLORIDA TIMES UNION & JOURNAL ... **C-40**
FLORIDA TODAY ... **C-41**
FORT LAUDERDALE NEWS & SUN SENTINEL ... **C-39**
FORT WAYNE NEWSPAPERS ... **C-63**
FRESNO BEE ... **C-14**

GANNETT ROCHESTER NEWSPAPERS ... **B-19**
GANNETT WESTCHESTER ROCKLAND NEWSPAPERS ... **C-121**
GASTONIA GAZETTE ... **C-126**
GEORGIA GROUP ... **C-51**
GERALD FRIED DISPLAY CO. ... **A-16**
GOLDEN GATE SUBURBAN GROUP ... **C-29**
GREATER CHICAGO NEWSPAPERS ... **C-57**
GREATER PHILADELPHIA NEWSPAPERS ... **C-147**
GREEN BAY PRESS-GAZETTE ... **C-190**
GREENSBORO NEWS RECORD ... **C-125**
GREENVILLE NEWS-PIEDMONT ... **C-130, C-155**

HACKENSACK RECORD ... **C-114**
HARRISBURG PATRIOT-NEWS ... **C-152**
HARTFORD COURANT ... **A-24**
HEWLETT-PACKARD COMPANY ... **A-14-A-15**
HONOLULU STAR BULLETIN ... **C-54**
HOUSTON CHRONICLE ... **C-168**
HOUSTON POST ... **C-167**
HUNTSVILLE TIMES & NEWS ... **C-5**

IIDA GROUP ... **C-70**
INDIANAPOLIS STAR & NEWS ... **C-64**

JOURNAL SUBURBAN NEWSPAPERS ... **C-37**

KANSAS CITY STAR & TIMES ... **C-104**
KENRAC NEWSPAPER GROUP ... **C-191**
KNOXVILLE NEWS-SENTINEL ... **C-53, C-159**

LANDON ASSOCIATES ... **B-26**
LEXINGTON HERALD-LEADER ... **C-77**
LONG BEACH PRESS TELEGRAM ... **C-24**
LOS ANGELES DAILY BREEZE ... **C-23**
LOS ANGELES DAILY NEWS ... **C-22**
LOS ANGELES HERALD EXAMINER ... **C-15**
LOS ANGELES TIMES ... **C-21**
LOUISVILLE COURIER JOURNAL ... **C-79**
LOWELL SUN ... **A-4**

MADISON NEWSPAPERS ... **C-192**
MARKET STATISTICS ... **A-17-A-19, A-46-A-47**
MARRIOTT RESORTS & CONVENTIONS ... **COVER 2-A-1**
MCGRAW-HILL BOOK COMPANY ... **A-40**
MEMPHIS COMMERCIAL APPEAL ... **C-162**
MIAMI HERALD NEWS ... **C-41**
MIDDLETOWN TIMES HERALD RECORD ... **C-122**
MILWAUKEE JOURNAL SENTINEL ... **C-193**
MINOLTA CORPORATION ... **A-45**
MORRISTOWN DAILY RECORD ... **C-115**

NAPLES DAILY NEWS ... **C-47**
NASHVILLE BANNER/TENNESSEAN ... **C-160**
NATIONAL YELLOW PAGES SERVICE ASSOCIATION ... **A-28**
NEBRASKA OUTSTATE DAILY PUBLISHERS ASSOCIATION (NODPA) ... **C-108**
NEW HAVEN REGISTER ... **C-34**
NEW ORLEANS TIMES-PICAYUNE ... **C-83**
NEW YORK NEWSDAY ... **C-119**
NEW YORK TIMES' AFFILIATES
  CENTRAL FLORIDA GOLDEN MARKETS GROUP ... **C-39**
  WILMINGTON STAR-NEWS (NC) ... **C-127**
NEWARK STAR LEDGER ... **C-113**
NEWPORT NEWS PRESS TIMES HERALD ... **C-183**

OAKLAND TRIBUNE ... **C-24**
OKLAHOMAN & TIMES ... **C-142**
OMAHA WORLD HERALD ... **C-107**
ORANGE COUNTY REGISTER ... **A-27, C-26**
ORLANDO SENTINEL ... **C-46**

PALM BEACH POST ... **C-42**
PAPERT COMPANIES ... **C-173**
PEORIA JOURNAL STAR ... **C-61**
PHILADELPHIA INQUIRER & DAILY NEWS ... **C-147**
PHOENIX REPUBLIC & GAZETTE ... **B-2**
PIEDMONT AREA NEWSPAPER GROUP (PANG) ... **C-124**
PITTSBURGH PRESS/POST GAZETTE ... **A-2**
PORTLAND EXPRESS PRESS & HERALD ... **C-85**
PROVIDENCE JOURNAL BULLETIN ... **C-152**

QUAD CITY NEWSPAPER GROUP ... **C-58, C-69**
QUINCY PATRIOT LEDGER ... **C-88**

RALEIGH TIMES & DURHAM HERALD & SUN ... **C-129**
RAND MCNALLY ... **A-49**
READING TIMES EAGLE ... **C-146**
RICHMOND NEWSPAPERS ... **C-180**
RIVERSIDE PRESS-ENTERPRISE ... **C-16**
ROANOKE TIMES & WORLD-NEWS ... **C-181**
ROCKFORD REGISTER STAR ... **C-59**

SACRAMENTO BEE ... **C-27**
SACRAMENTO UNION ... **C-28**
ST. JOSEPH GAZETTE, NEWS PRESS ... **A-24**
ST. LOUIS/ILLINOIS INTERURBIA GROUP **A-26**
ST. LOUIS POST-DISPATCH ... **C-101**
ST. PETERSBURG TIMES ... **C-43**

**We need someone with a good back, strong stomach, level head and a big heart.**

We need someone to fill a unique job opening. Someone to spend two years in another country. To live and work in another culture. To learn a new language and acquire new skills.

We need someone who wants to help improve other people's lives. Who's anxious to build lasting friendships. To gain memories and experience that will last a lifetime. And a sense of fulfillment few jobs can match.

We need a Peace Corps volunteer. Interested? The first step is easy. **Call us at 1-800-424-8580, Ext. 93.**

**Peace Corps.**

The toughest job you'll ever love.

Ad Council

## AD INDEX

SALT LAKE TRIBUNE/DESERET NEWS . . . **C-177**
SAN ANTONIO EXPRESS-NEWS . . . . . . . **C-175**
SAN ANTONIO LIGHT . . . . . . . . . . . . . . . **C-166**
SAN DIEGO UNION-TRIBUNE. . . . . . . . . . **C-17**
SAN FRANCISCO NEWSPAPER AGENCY . **C-20**
SAN JOSE MERCURY NEWS. . . . . . . . . . . . **C-18**
SANTA BARBARA NEWS-PRESS . . . . . . . . . **C-29**
SCHENECTADY GAZETTE. . . . . . . . . . . . . **C-123**
SCRANTONIAN TRIBUNE. . . . . . . . . . . . . **C-148**
SEATTLE TIMES. . . . . . . . . . . . . . . . . . . . . **C-186**
SHARP ELECTRONICS
  CORPORATION. . . . . . . . . . . . . . . . **COVER 3**
SOUTH BEND TRIBUNE . . . . . . . . . . . . . . . **C-65**
SPRINGFIELD NEWSPAPERS. . . . . . . . . . . . **C-89**
STOCKTON RECORD . . . . . . . . . . . . . . . . . **C-19**
STRATEGY RESEARCH. . . . . . . . . . . . . . . . **A-44**
SUBURBAN PHILADELPHIA AREA
  NEWSPAPERS (SPAN) . . . . . . . . . . . . . **C-146**
SUNSET MAGAZINE . . . . . . . . . . . . . . . . . . . **B-6**
SURVEY SAMPLING, INC. . . . . . . . . . . **COVER 4**
SYRACUSE NEWSPAPERS . . . . . . . . . . . . **C-120**

TACOMA NEWS-TRIBUNE/HERALD . . . . **C-185**
TAMPA TRIBUNE . . . . . . . . . . . . . . . . . . . . **C-44**
TELEX COMMUNICATIONS, INC. . . . . . . . **A-30**
THOMAS PUBLISHING . . . . . . . . . . . . . . . **A-22**
TOLEDO BLADE. . . . . . . . . . . . . . . . . . . . **C-136**
TOPEKA CAPITAL-JOURNAL . . . . . . . . . . . **C-74**
TOSHIBA AMERICA. . . . . . . . . . . . . . . . . . **A-48**
TOYOTA MOTOR SALES . . . . . . . . . . . **A-8-A-9**
TRENTON TIMES . . . . . . . . . . . . . . . . . . . **C-114**
TRENTON TRENTONIAN . . . . . . . . . . . . . **C-115**

U-BIE NEWSPAPER GROUP . . . . . . . . . . . **C-118**
UNYT. . . . . . . . . . . . . . . . . . . . . . . . . . . . . **B-11**
U.S. SUBURBAN PRESS, INC. . . . . . . . . . . **B-23**

VIRGINIAN-PILOT & LEDGER STAR . . . . . **C-182**

WASHINGTON POST . . . . . . . . . . . . . . . . . **C-36**
WICHITA EAGLE & BEACON . . . . . . . . . . . **C-73**
WILMINGTON NEWS JOURNAL. . . . . . . . **C-149**
WINSTON-SALEM JOURNAL/SENTINEL. **C-126**
WISCONSIN NEWSPAPER GROUP . . . . . . **A-25**
WORCESTER TELEGRAM & GAZETTE . . . . **C-90**

YOUNGSTOWN VINDICATOR . . . . . . . . **C-137**

### COPYRIGHT NOTICE AND RIGHTS OF REPRODUCTION

The *Survey of Buying Power* is a copyrighted publication of *Sales & Marketing Management* magazine. Reproduction in any form of the data contained herein is strictly forbidden. Permission to reproduce any of the data in this *Survey of Buying Power* may be obtained only upon written request to *Sales & Marketing Management*, specifying the intended use.

**SALES & MARKETING MANAGEMENT**

**PUBLISHER:** Joseph M. Migliore

**ADVERTISING SALES:**

**East:**
633 Third Ave.
New York, NY 10017
Phone 212-986-4800
Bob Benson, Sande Giaccone,
Kate Hodgin, Rick Mazzola

**Midwest:**
307 N. Michigan Ave.
Chicago, IL 60601
Phone 312-782-1266
Tom Galligan, Field Sales Manager;
Jerry Good

**West:**
(Includes Hawaii & Mexico)
10540 Talbert Ave.
East Tower, Suite 150
Fountain Valley, CA 92708
Phone 714-962-7639
Scott Evans

**CIRCULATION:**
Judy Berlin, Assoc. Circulation Manager; Shelagh McCann, Assoc. Circulation Manager; Christine Hewitt, Circulation Analyst; Subscriptions/Customer Service: 215-630-1549 (9am-5pm Eastern time); Orders for Sales Builders Products: 1-800-624-6283; 515-246-6857 (Iowa).

**BUSINESS STAFF:**
A.J. Vogl, Associate Publisher; Marilyn Rosen, Marketing/Sales Development Manager; Joseph Furey, Business Manager; Lynn Peretz, Production Manager; Fern E. Greenberg, Advertising Production Manager; Andrea Naso Nord, Promotion Manager; RoseMarie Lucus, Assistant to the Publisher; Cheryl V. Green, Pat Whitehead, Staff Assistants; Kate Hodgin, Newspaper Market Manager.

**BILL COMMUNICATIONS, INC:**
Officers: John W. Hartman, Chairman of the Board; Morgan T. Browne, President; Bernard C. Kovach, Executive Vice President; Irwin I.L. Levine, Treasurer; Vice Presidents: Jeffrey P. Berlind, Murray B. Elman, Joseph M. Migliore, Malcolm W. Riley, Stanley J. Romaine, Edward J. Spar, Paul F. Weintraub, Charles L. Wrye; Irene Ricalde, Director of Human Resources; Thomas W. Tzoucalis, Director of Manufacturing.

**PUBLICATIONS AND DIVISIONS:**
Publications: FoodService Director, Incentive, Institutional Distribution, Jobber Retailer, Modern Tire Dealer, Plastics Technology, Restaurant Business, Restaurant/Hotel Design International, Sales & Marketing Management, Successful Meetings.
Information Divisions: DataComm, Market Statistics, Plaspec, Sales Builders, SM Data Bank.

**STATEMENT OF PURPOSE:**
*Sales & Marketing Management* is directed toward executives responsible for managing the sales and marketing functions in their organizations. Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10017.

C 1200-1
11/18/88

# ARE GOOD SALESPEOPLE BORN OR MADE?

For the answer, see page 74

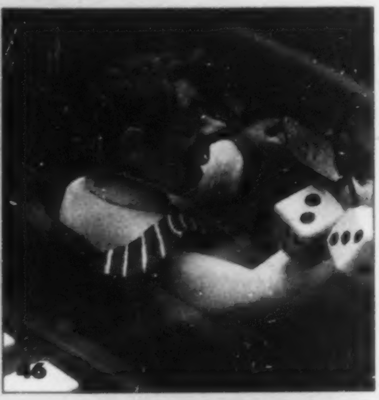
**COMPENSATION**
Don't Be
Too Quick
On the Draw

**TECHNOLOGY**
Should You
Pick Up On
Car Phones Now?

**SALESMANSHIP**
So You Think
You Have
A Tough Sell?

SEPTEMBER 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT



COVER PHOTOGRAPH BY TOGASHI

## FEATURES

**46 SHOULD YOU PICK UP ON CAR PHONES NOW?**
Improved technology makes the option worth looking into. We tell you what you need to know to make the choice.

**52 ALL THE WORLD'S A STAGE**
Can acting lessons help you land a better job? One of our senior editors brings back a firsthand report.

**58 DON'T BE TOO QUICK ON THE DRAW**
On paper, draw programs may look terrific, but in practice they can *demotivate* your sales force.

**67 BUSINESS EXECUTIVES' DINING AWARDS**
The search for the perfect restaurant continues. Be a part of it and vote for your favorites.

**74 ARE GOOD SALESPEOPLE BORN OR MADE?**
Top executives and consultants have surprising answers to this and other sticky questions about hiring.

**82 PCs ARE PAYING OFF, BUT . . .**
Our exclusive survey shows that sales forces are selling more with PCs, yet marketers remain wary.

**88 SO YOU THINK YOU HAVE A TOUGH SELL?**
Forget it. Compared to Steve Sklar, you're breezing. He sells vacuum cleaners door-to-door.

**97 A 10-LETTER WORD FOR 800 NUMBERS?**
Ubiquitous. When push comes to shove, are you pushing all the right buttons?

## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**10** VIEWPOINT
**12** DEMOGRAPHICS IN ACTION
**20** TRAVELERS' NETWORK
**22** SECOND THOUGHTS
**25** BOOK FINDS
**31** SHORT TAKES
**33** BUSINESS-TO-BUSINESS
**39** INTERNATIONAL
**42** BEST ADVICE
**44** MARKETERS, ETC.
**101** COMPUTERS
**107** MEETINGS
**109** TRADE SHOWS
**112** ADVERTISING/PROMOTION
**116** IDEAS YOU CAN USE
**118** SALES FORCE MANAGEMENT
**122** SALES MART
**126** SIGNIFICANT TRENDS
**127** WORTH WRITING FOR

# EDITOR'S SIDE POCKET

## LET'S CUT THE POWER

Leafing through a prominent business magazine (the only kind I read) recently, I came across a story about achieving "a power look in the postcrash era." A few pages later, another article, this one on hi-tech office equipment, was called—wouldn't you know?—"Power Tools." Later on, this same magazine referred to itself as belonging to something called "The Metro Power Group." Opening the next magazine on my pile, the first page I encountered contained a department called "Power Resumé."

Now, let's hold it right there. Magazine editors are supposed to be sharp cookies, with a sense of irony and an ear for clichés. But here, it would appear, their sense is benumbed and their ears have failed them. Not that editors are the only culprits. As I mentioned to you in a previous "Side Pocket," a few months ago an ad agency invited me to a "power breakfast," where we were regaled by the former power madam of a bevy of power prostitutes. What was once somewhat descriptive and slightly amusing—employing *power* as an adjective—has become more than somewhat hokey and flat as yesterday's spritzer (which, in case you didn't know, is also yesterday's fashion).

Other words are suffering the same fate—*player*, for instance, as in "another player in the takeover attempt" or "a key player in the deal." Does this usage stem from the current view that business is akin to a game or theatrics? Sometimes, if one really works at it, it's possible to push several hot buttons at the same time. Not very long ago, in a publication for public relations-types, I saw an article titled "Power Lines," and it began "Institutional investors have become bigger players in the corporate sphere. . . . " Artful, huh?

Still another locution to give one pause: *enhance*, as in "to enhance sales performance." Nowadays, to say you're *increasing* (even, God forbid, *boosting*) sales performance reveals you are not with it, even though you may be wearing a power suit at the power lunch at the power restaurant where you do enhanced deals with other players who are nothing if not major, big, or principal.

By this time I hope you take my point, which is that simple is better and straight talk is best. And for a splendid example of same, let me refer to the title of our main cover story for this issue. Is there a better way to ask that question? I don't think so. It cuts through the bull to get to the heart of the matter. The question is not new, of course; it has intrigued generations of managers. Even though selling has changed a lot and neologisms like customer relations counselor, account consultant, even problem-solver (gosh, some more expressions to avoid) are used to describe the salesperson, I would've guessed that many more executives would have believed that the personality characteristics that make up a successful salesperson, if not the ability to sell itself, are innate; that training will take a salesperson to a certain point, but past that point it's out of the manager's hands. My view is apparently that of the minority. For an examination of this and other questions about sales and selling, turn to page 74.

Vogl

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial; William Keenan, Jr., Management

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITOR (Surveys):** Melissa Campanelli
**ASSISTANT EDITORS:** Pearl Reid, Feioma Borden

**BUREAUS:** Washington, Paul Harris, 703-448-0277; West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard
**PRODUCTION EDITOR:** Maria M. Amaral

**CONTRIBUTING EDITORS:** Cooperative Advertising, Ed Crimmins; Market Analysis, Edward J. Spar; Meetings, Homer Smith; Sales Force Management, Jack Falvey; Travelers' Network, Gerald A. Michaelson

**PUBLISHER:** Joseph M. Migliore
**ASSOCIATE PUBLISHER:** A.J. Vogl

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**MARKETING/SALES DEVELOPMENT MANAGER:** Marilyn Rosen
**BUSINESS MANAGER:** Joseph J. Furey

**ADVERTISING:** 212-986-4800, x2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-973-4911

VOL. 140, NO. 12 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power*, or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management*.

"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."

ABP MPA

# ARE GOOD SALESPEOPLE BORN OR MADE?

We ask top executives and consultants and get some surprising answers to this and other sticky questions about hiring.

BY ARTHUR BRAGG,
SENIOR EDITOR

Stable, self-sufficient, self-confident, goal-directed, decisive, intellectually curious, speedy, accurate—these are some of the character traits that a major testing company ascribes to top salespeople.

How many of these traits can be trained into a salesperson or absorbed in the course of work? Apparently most of them. That's the conclusion to be drawn from a recent survey sponsored by this magazine of 10,000 sales and marketing executives in a total of 10 major industries. By a margin of at least seven to one, the executives maintained that good salesmen are made, not born. At the same time, many of these executives (and sales trainers, too) described men and women they knew as being "a born salesman."

There appeared to be similar contradictions (or at least inconsistencies) in their answers to other questions in our survey, which was conducted for us by Simmons Market Research Bureau. Among the questions we asked:

- Are the best salespeople self-motivators or do they need to be motivated like everyone else?
- What best predicts a new salesperson's eventual performance?
- Does raiding the competition for new hires pay off? How?
- How long should it take for a new salesperson to become productive?
- How much should it cost to train a new salesperson to sell your product line?

Even though most of the respondents to our survey seemed to believe that "training makes the salesman," a strong and vocal minority disagreed.

"There are essential ingredients in selling out of reach of trainers," says Paul D. Witherby, vice president of Selection Research, a Lincoln, NB, recruiting consulting firm. "Can they teach ego, train it into an individual? Can they teach personal drive or persistence that gets the sale? Hardly. The best salespeople acquired what it takes to excel when they were kids at play on a baseball diamond or football field. Training won't do it. Yet a lot of companies try and waste a lot of money in the process."

Alan E. Hodgins, who's in charge of sales training and business development at Tuco Products, Orangeville, Canada, also believes in born salespeople. But talk with him and he adds some important conditions. "A good salesman always has built-in qualities, such as an extroverted personality." He pauses. "But he'll still need to acquire a lot of skills if he's to make it in today's market. The most important one is the ability to match his products with his customer's needs. *That* has to be taught."

Another believer in born sellers is Stewart Washburn (an excerpt from his new book appears in this issue, starting on page 118). But he also refuses to commit totally. "I know 'born' salespeople—individuals blessed with a pleasant personality or, to put it simply, the gift of gab. But even they have had the benefit of other things taught, or acquired, along the way. I personally think that among the latter, the most beneficial is to have a damn good sales manager."

In the "born" versus "made" issue, consultants tend to be card-carrying members of the latter camp—to no one's surprise. Among the most dedicated is Clay Garner, vice president of H.R. Chally Group, a Dayton, OH-based company that specializes in assessing and hiring sales forces:

"Research that we've done shows that experience, education, and practice are the essentials to becoming a productive salesperson, and they're not characteristics people are born with. The whole 'born' versus 'made' argument assumes that there is a single or universal salesperson, but we recognize different kinds. A consultant-type, for example, who must come up with individually designed solutions, is different from a 'relationship' salesman, who provides products to companies where the customer is the expert.

"There are some great salespeople who were born that way," Garner continues. "But there are many more who through education and practice have become great." Asked to define greatness, Garner says, "Foremost, it's understanding the needs of each customer. And after recognizing each client's needs, matching them with the appropriate selling approach. A great salesperson is always a master of finding the right selling style to use each time."

While Garner sees a top performer as a chameleon, Selection Research's Witherby likens him or her to a lap cat. "A star salesperson," he argues, "is sensitive to the other person's situation. He knows how to get inside it." Some individuals, he explains, are born with that ability. "But if it's not there, it's something I believe we can train into a person."

**SELF-MOTIVATION, BAH**

The respondents were almost as negative about self-motivation as they were about born salespeople. We asked executives whether or not they agreed with the statement, "Good salespeople don't need to be motivated; they motivate themselves." The vote ran two-to-one against in every industry surveyed except textiles, where the vote was virtually evenly split.

Those who view motivation as a fire that needs to be set and fanned by management have an ally in consultant Stewart Washburn. The most effective motivator, he declares, is field supervision, particularly coaching salespeople. "The ideal," Washburn says, "is one full-time supervisor, someone with no direct account responsibility, for every eight to ten full-time salespeople." He adds that if the product is complicated or if it carries a high price, "five or six salespeople are plenty" for each supervisor to monitor.

La Jolla, CA-based sales consultant Tony Alessandra tells his clients that motivation should come from what he calls "career interviews." The goal: "to help the salesperson grow but not to assess his past performance." The latter mission, he says, should be undertaken only at formal performance appraisals. No surprise, then, that Alessandra suggests the best site for a career interview is a restaurant, with good food to make the going all the more friendly for both sides.

### What It Costs to Train a Sales Recruit

| | TEXTILES | GLASS & BUILDING MATERIALS | PUBLISHING & PRINTING | METAL MANUFACTURING | TELECOMMUNICATIONS | DIVERSIFIED FINANCIAL SERVICES | RUBBER PRODUCTS | TRANSPORTATION SERVICES | SOAPS & COSMETICS | ELECTRONICS |
|---|---|---|---|---|---|---|---|---|---|---|
| Under $5,000 | 32% | 28% | 39% | 32% | 33% | 31% | 32% | 40% | 36% | 17% |
| $5,000–$9,999 | 23 | 24 | 35 | 28 | 37 | 31 | 37 | 32 | 34 | 33 |
| $10,000–$19,999 | 29 | 23 | 10 | 18 | 19 | 14 | 17 | 18 | 17 | 27 |
| $20,000 or More | 14 | 24 | 10 | 18 | 12 | 19 | 11 | 7 | 9 | 23 |
| Don't Know/No Answer | 2 | 1 | 5 | 4 | — | 5 | 3 | 3 | 3 | — |

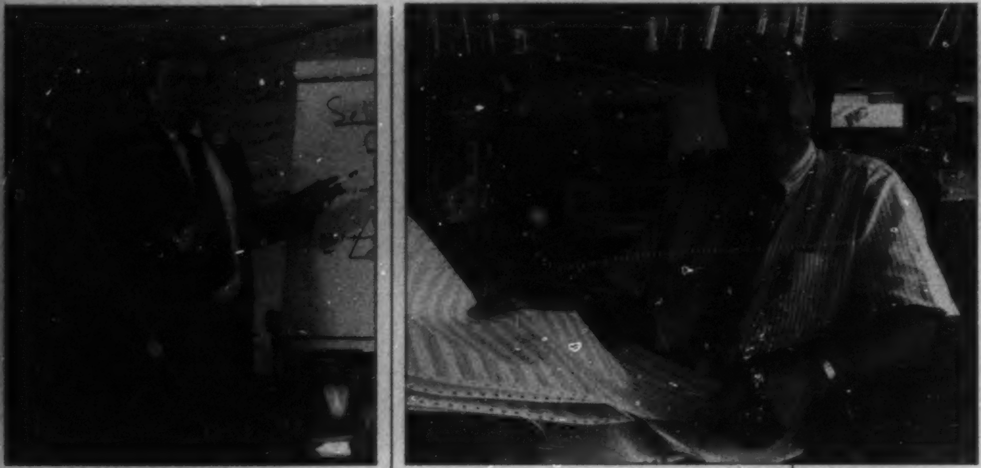
### Length of Time Before a New Salesperson Is Productive

| | TEXTILES | GLASS & BUILDING MATERIALS | PUBLISHING & PRINTING | METAL MANUFACTURING | TELECOMMUNICATIONS | DIVERSIFIED FINANCIAL SERVICES | RUBBER PRODUCTS | TRANSPORTATION SERVICES | SOAPS & COSMETICS | ELECTRONICS |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 Month | — | 5 | 9 | 5 | — | 8 | 7 | 6 | 4 | 3 |
| 3 Months | 14 | 23 | 32 | 23 | 31 | 22 | 27 | 38 | 20 | 18 |
| 6 Months | 45 | 32 | 30 | 42 | 50 | 42 | 37 | 39 | 46 | 51 |
| 1 Year | 25 | 25 | 17 | 16 | 16 | 12 | 24 | 10 | 26 | 16 |
| More Than One Year | 11 | 9 | 9 | 13 | 2 | 12 | 4 | 5 | 4 | 11 |
| Don't Know/No Answer | 4 | 6 | 3 | 1 | — | 3 | 1 | 2 | — | 1 |

### Use of Psychological or Intelligence Tests In Hiring Salespeople

| | TEXTILES | GLASS & BUILDING MATERIALS | PUBLISHING & PRINTING | METAL MANUFACTURING | TELECOMMUNICATIONS | DIVERSIFIED FINANCIAL SERVICES | RUBBER PRODUCTS | TRANSPORTATION SERVICES | SOAPS & COSMETICS | ELECTRONICS |
|---|---|---|---|---|---|---|---|---|---|---|
| Use Tests | 16 | 21 | 21 | 18 | 17 | 30 | 12 | 17 | 17 | 15 |
| Don't Use Tests | 79 | 76 | 76 | 78 | 83 | 67 | 87 | 82 | 82 | 84 |
| Don't Know/No Answer | 4 | 2 | 3 | 4 | — | 3 | 1 | 1 | 1 | 1 |

Note: Totals may not add to 100% due to rounding.



**Bill Tredwell (l.): Some march to their own drummer. Rich Nelson(r.): Divorced women? Yes. Divorced men? No.**

A career interview, he explains, should clear the air, and the salesperson should be encouraged to do most of the airing. Alessandra says the sales manager should come away knowing what the salesperson likes and dislikes about his current job, how he thinks he can improve in the next 30 days, where he would like to be in the company a year hence, who at the company he is having trouble with and why, and what he is doing, precisely, to grow, either through self-study programs or some other approach. Ask these questions of *all* salespersons, advises Alessandra. "Don't think the veterans will find the career interview beneath them."

Management consultant William Tredwell of Boston-based McBer and Company points out that some salespeople march to their own motivational drummer. He fondly recalls a highly successful saleswoman at Mary Kay, the cosmetics direct-selling franchisor. She won the chance to interview for a job selling for a company whose interviewers were very Waspy, big on wing tips and white shirts.

"So, in walks this girl," says Tredwell, "garlanded with cheap jewelry, a Long Island accent, and a miniskirt. Ordinarily, they would have ushered her out as fast as they could. But then she described how she had finagled her way into a job with a Mary Kay franchise, although she was still in college, and how much money she'd made. By the end of the interview, all these middle-aged guys were leaning over, dying to hire her. They said, 'She's an achiever, we'll hire her and change her image.' "

San Francisco State Univ. marketing professor Rich Nelson also believes that there are some people who have the gift of self-motivation, and he has advice on where to look for them.

"Try divorced women," he says. "They're the newest—and best—source of marketing talent. They're hard workers, stable, and dedicated." (Keep in mind, however, that there are legal proscriptions against asking a job applicant if he or she is divorced.)

Nelson warns against expecting that a divorced man will be similarly motivated, especially if he has just gone through a divorce. "He tends to be highly upset, emotional, and concerned about finances, and all these factors take their toll on performance."

## The best source of sales stardom: the daughters of successful business executives.

Nelson also challenges the view that blacks and other minorities don't have the potential to become sales force stars. "There is evidence that blacks can attain the heights," Nelson notes. Indeed, Nelson says, minorities are a good source of sales recruits because, perhaps more than others, they view selling as a quick path to a middle-class income and success. "But they need to realize that selling means failing time after time, being constantly rejected." He warns that minorities need to be made aware that "selling is one of the few professions where a successful individual also may fail eight out of ten times."

### WHAT PREDICTS SUCCESS

If you were asked what is most predictive of a salesperson's success, you might very well answer *experience.* And if you did, you'd be in agreement with nearly half of the managers who responded to our survey. You'd also be in congruence with them if you rated the personal interview as being next in importance in deciding whether or not to make the hire.

Do managers know something that researchers and other experts don't, or are they just following tradition and gut instincts—and damn what experts say? Academic studies of predictors of performance rate experience and the personal interview rather low in their ability to predict on-the-job performance. On the other hand, what the experts feel is the best predictor of performance—psychological and intelligence tests—is rated negligibly by the respondents to our survey. Only 4% believe these tests are predictive of a salesperson's performance. Interestingly, however, many more of these same managers use psychological and ability tests in their hiring. Is it that corporate policy compels them to use the tests, even though the managers themselves think them of little worth? Among the industries leading the pack in the use of such tests: diversified financial services, 30%; glass and building materials, 21%; and publishing and printing, also 21%.

"Psychological tests are decidely helpful—but the manager has got to be extremely careful about them," says

PHOTOGRAPH TOP LEFT BY E. MALITSKY; TOP RIGHT BY SHARON HALL

## Beware Raiders!

When this publication recently began looking into the reasons why top sales performers signed on with their present companies, many of their managers declined to identify them by name or territory. Said one such executive, "That would be an invitation to headhunters or the competition to come in and steal our best people away from us."

Their fear is well-founded. Sixty-eight percent of the executives who responded to our survey admitted that the first place they look for new sales blood is their competition.

Widespread though it is, are companies raiding for the right reasons? "Not if they're raiding to get recruits because they have strong product knowledge," declares Lester L. Tobias, a partner in Nordli, Wilson Associates, a management psychology firm in Westborough, MA.

"They should be looking for individuals who have outstanding selling skills. It takes a lot longer to train salesmanship into someone than it does to teach him product knowledge. Look for the guy whose has the 'selling stuff' to begin with. Someone who is perceptive, intuitive, persuasive. I knew of a meat company that hired only butchers as salespeople. Management believed only someone who knew meat could sell meat. Well, a few of the butchers happened to be able to sell. As for the majority, the training they got didn't help very much. They were still more butcher than salesman.

"Savvy companies are realizing that hiring people with the ability to sell, whatever the product is, is more productive than having a technical background. This will lead to the emergence of a sizable class of truly professional sellers."

Still, the prevailing belief is that related selling experience is a definite plus. Case in point: Information Systems of America, which sells financial-applications software. Georgia L. Roberts, the firm's manager for marketing services, says that all eight of the company's current salespeople had a background that enabled them to master selling the company's product line "quickly"—actually within six months, she says.

Roberts adds that because her company hires the way it does, her sales training budget is kept low. "Training those eight salespeople," she says, "cost us a total of about $24,000. Just $3,000 per person, and a major part of that $3,000 never found its way into the training classroom at all. Instead, it was spent getting the new person to and from Atlanta for the training. When they review training costs, few managements consider the bite travel and related expenses take out of their trainers' budgets."

## We Asked Executives . . .

The survey on which this article is based was conducted for *Sales & Marketing Management* by Simmons Market Research Bureau, which sent questionnaires to 10,000 executives in a total of 10 major industries: Diversified Financial Services, Electronics, Glass and Building Materials, Metal Manufacturing, Publishing and Printing, Rubber Products, Soaps and Cosmetics, Telecommunications, Textiles, and Transportation Services. The response rate was about 20% for each of the industries surveyed.

Michael Wynne, who heads International Management Consulting Associates, Naperville, IL. "Too many managers use the tests as a cop-out. When they can't decide about the candidate, how he tested becomes the major criterion for deciding whether to hire or not. And then there's the tendency to use them to cover yourself when the guy doesn't work out—you made the decision to hire, the guy's a disappointment, and so you blame the test. 'It just didn't alert us sufficiently about him' is the refrain. That's exactly what the tests are designed to do, so the excuse doesn't ring true. But you hear the excuse just the same.

"I'm particularly in favor of tests when the candidate is young, just entering selling," he adds. "There's not much to go on, so the tests can help a manager find necessary input about such candidates."

Alcoa recruiters are among those who require a candidate to take a sales aptitude test, but, says Dan Heindel, a regional sales manager at Alcoa's Sheet and Plate Div., based in Dallas, test results aren't considered until the decision to hire has actually been made. If the results cast the individual in a negative light, the recruiters discuss this development, but in no case, Heindel maintains, do they allow the test to dominate their final judgment.

Alcoa recruiters also segment hiring interviews. One member of its team will concentrate on the candidate's school years, another on any part-time job experience he may have, still another on goals he has set for himself if hired. Heindel says this structure produces better information. One reason: The individual is more alert throughout the process because he's asked to give answers only once, not again and again, as is the case when each interviewer wants to hear an applicant's entire story.

Alcoa's interviewers, Heindel says, are forever on the lookout for replies to questions that may suggest that the person on the other side of the interviewing table has the makings of greatness. But, he adds, not much time is spent looking for folks literally born to sell; rather, Alcoa's interviewing team looks for potential.

Heindel's best current source for that special breed who have the potential for stardom? The daughters of successful business executives. "When you talk about having inborn tendencies to succeed in sales, in my experience no one beats them."

Maybe there's something to being a born salesperson at that. ☐

# PCs ARE PAYING OFF, BUT...

Sure, their sales forces are selling more with PCs; still, marketers are wary about expansion. There are some good reasons for their caution—and some not so good.

BY THAYER C. TAYLOR,
SENIOR EDITOR

The basic question of whether to bring PCs into the sales area has been decided by a strong "yes" vote. The computer issues marketers wrestle with now are in the implementation area—the rate at which to proceed, the time and cost of training, and whether to go the desktop or portable route.

Such is the overall pattern that emerges from *Sales & Marketing Management*'s second annual PC survey in which marketers, with an aggregate total of more than 20,000 sales representatives, replied to our postcard questionnaire. Major findings:

- Marketers who have crossed their Rubicon into sales force automation report overwhelmingly that the move pays off in improved sales productivity.
- While sales and marketing executives are broadly convinced sales force automation is necessary, they're not plunging ahead in a bandwagon rush. Only one-third of survey respondents who have put PCs in the hands of sales representatives have outfitted their entire sales force. In fact, 29% of the sales representatives in these firms have direct access to their own PCs; the balance use them on a shared basis or not at all.
- The primary reasons why marketers are proceeding cautiously are the time and cost of training, sales personnel-related factors, cost of hardware and software, and top management indecision.
- The most widely used PC applications reflect major salesperson and sales management concerns. The number one application, for the second straight year, is customer/prospect profiles, which give the representative a stronger knowledge base for account management. Lead management programs jumped from sixth to second place in the latest survey, underscoring management's determination to make sure sales representatives don't miss any business opportunities.
- Despite significant gains for PCs in the sales area, there remains a hard core of naysayers. Costs, by far, are the major deterrent, followed by lack of knowledge and no perceived need. The holdouts are evenly split as to whether they'll experiment with sales force automation in the near future.

### BOTTOM-LINE BENEFITS

*Productivity gains are roughly similar among sales forces of all sizes* (see Table 1). Just as important is that companies reported productivity gains discernibly above last year's comparative 71%. Thus, an increasing number of marketers are profiting from greater sales representative productivity. But the sources of these productivity improvements are equally important.

*More effective management of sales leads and better follow-through on customer contacts were cited as the PC's two biggest contributions.* "Computerization gives us a permanent lead file as opposed to leads on paper," says the area manager of a telecommunications outfit. "The PC enables you to track leads more systematically," adds the sales vice president of an electronics firm. "More efficient transfer of leads to new reps" is cited by the marketing manager of a maker of displays.

The PC also appears to improve customer relations, which are enhanced by more effective follow-ups. "This leads to more closes on calls," says an insurance firm's district manager.

*Better organization of selling activities is the third most frequently mentioned source of productivity gains.* This leads to "the rep having better sales direction," according to the president of a health products concern. The owner of a services firm feels "the PC helps the rep keep track of everything."

*More efficient account control and better time and territory management were tied as the fourth most cited sources.* "Account profiles and record-keeping are improved by the PC," observes a software firm's regional manager, which in turn leads to "more awareness of the status of each account," according to the president of an electronics firm. And, when you organize your time, "you end up with more time for customer contacts," claims the district manager of a telephone products company.

*Greater call activity, timely reports, more effective proposals, and more persuasive presentations were other frequently cited sources.* "There's a definite increase in the number and quality of calls," says a consulting firm's president. The regional sales manager of a computer services firm points to "faster speed and improved accuracy when it comes to preparing proposals."

### SUPPORT IS SLOW—BUT STEADY

If PCs have established a strong beachhead in sales offices, managers will expand that foothold cautiously. One reason why only one-third of the respondents have outfitted their entire sales forces with PCs is that in many companies sales executives installed PCs in limited numbers out of their own budgets, hoping to build a case of documented benefits that would convince top management to support and fund a broader program. A second reason: Many companies feel that not every salesperson needs to have his own machine, that just as much can be gained by having representatives in a branch office share PCs. Then, too, many companies are in a pilot test mode, testing PCs with a limited number of representatives in selected territories.

Not surprisingly, given the costs involved, the larger the sales force, the less likely it will be 100% PC-equipped. Over one-half of smaller-size marketers have given PCs to all their representatives. The proportion dips to one-third among medium-size marketers and just above one-quarter among

ILLUSTRATION MIN JAE HONG

TABLE 1

## Hefty gains in productivity

| SALES FORCE SIZE | PRODUCTIVITY GAIN<br>YES | NO | UNKNOWN | MEDIAN |
|---|---|---|---|---|
| SMALL (UNDER 10) | 78.5% | 16.5% | 5.1% | 20% |
| MEDIUM (10–99) | 77.9 | 11.8 | 10.3 | 15 |
| LARGE (100 OR MORE) | 75.0 | 17.9 | 7.1 | 20 |
| TOTAL | 77.7% | 14.9% | 7.4% | 15% |

TABLE 2

## PC applications stress customer focus

| | SALES FORCE SIZE<br>ALL COMPANIES | UNDER 10 | 10–99 | 100 OR MORE |
|---|---|---|---|---|
| Customer/prospect profile | 58% | 62% | 52% | 66% |
| Lead tracking | 48 | 53 | 46 | 36 |
| Call reports | 41 | 40 | 41 | 46 |
| Sales forecasts | 36 | 39 | 33 | 36 |
| Sales analysis | 36 | 40 | 29 | 46 |
| Sales presentations | 35 | 32 | 34 | 43 |
| Time/territory management | 34 | 26 | 36 | 53 |
| Order entry | 16 | 17 | 10 | 30 |
| Travel & expense reports | 14 | 9 | 18 | 17 |
| Checking inventory/shipping status | 13 | 14 | 9 | 23 |

larger-size marketers.

*Time and cost of training, personnel-related issues, costs, and management indecision are the major concerns on sales managers' minds as they weigh moving deeper into automation.* "The learning curve of PC software" worries the owner of a life-support systems company. "The lost selling time due to training" is on the mind of the president of a medical products maker. Observes the marketing vice president of a financial services firm, "The reps seem to slack off on call reports when they're mixing classroom time and field selling."

Because the PC is the first major new technology in the sales area since the invention of the telephone, marketers are concerned over the interaction between machine and salesperson. "The PC's acceptance as a tool" is a key issue, stresses the national sales manager of a machinery manufacturer, echoing the feelings of other sales managers.

"Overcoming poor document-keeping habits" will be a critical test, posits the area sales manager of a hi-tech products marketer. "Too many people," says the northwest sales manager of an accessories outfit, "cop-out with the cliché: 'It doesn't pertain to my industry.' " The national sales manager of a consumer goods manufacturer hopes "the PC won't distract reps from paying attention to polishing their personal selling skills."

*Costs are the third most prevalent reason for caution.* The district manager of a paging equipment maker insists that, despite the PC industry's intense price competition, "hardware costs are still too expensive."

*Time-oriented questions are the fourth most prevalent conundrum perplexing marketers.* "The time incurred to change the mode of operation" is a worrisome factor to the senior vice president of an information systems company, as is "the time it takes to load and maintain files" that dwells on the mind of the sales and marketing vice president of a services concern. Other respondents point to lost selling time during start-up and when entering data.

*Unconvinced bosses are the next most cited braking factor.* "Management is not providing any direction," complains the zone manager of a maker of measuring instruments, whose experience is not uncommon. The North American sales manager of a hi-tech products outfit faults management for "being too subjective when it comes to assessing costs versus benefits." A packaged goods manufacturer's regional sales manager treads water because "upper management is unsure as to how the project should be funded."

If marketers debate the pace at which they want to push sales force automation, they're bent on making the most of their PC investments.

*By far the most widely used application remains customer profiles, mostly because they enhance account control* (see Table 2). "The PC gives the rep instant availability to the customer's complete history," says the regional sales manager of a company specializing in equipment repairs, leading to "better quality, more knowledgeable sales calls," the president of a consulting firm emphasizes.

*Lead tracking programs represented the most significant shift in applications, climbing from sixth to second place among the 10 program types in our questionnaire.* One big reason: Electronic leads give management stronger control over making sure leads passed to sales branches are followed up compared to previous manual methods. One marketer reports that as a result of computerization the proportion of leads sales representatives didn't pursue has been slashed "from around 80% to less than 10%." "At the end of each week," he explains, "field reps must send back to the branch office diskettes that contain information on the disposition of the leads they received. Any lead that isn't pursued within two weeks is flagged and triggers a 'why not' call from the branch manager."

Lead management software not only helps the representative do a better job of planning and organizing lead management activities, it also "delivers better qualified leads," says the owner of a health care concern.

TABLE 3

## Portables gather momentum

**DESKTOPS BENEFIT FROM HEAD START . . .**

| | % USAGE AMONG COMPANIES WITH PCS BY SALES FORCE SIZE | | | |
|---|---|---|---|---|
| | ALL COMPANIES | UNDER 10 | 10–99 | 100 OR MORE |
| Desktop | 73.4% | 80.2% | 70.6% | 60.7% |
| Laptop | 9.0 | 6.2 | 11.8 | 10.7 |
| Desktop & laptop | 16.9 | 13.6 | 16.2 | 28.6 |
| Hand-held terminal | 0.6 | 0.0 | 1.5 | 0.0 |

**. . . BUT LAPTOPS LOOM LARGE IN BUYING PLANS**

| BUYING PLANS FOR 1988 | | | | | |
|---|---|---|---|---|---|
| COMPANIES WITH PCS | | | COMPANIES WITHOUT PCS | | |
| YES | NO | UNDECIDED | YES | NO | UNDECIDED |
| 62.2% | 26.8% | 11.0% | 45.0% | 47.5% | 7.5% |

| PREFERENCE BY PC TYPE | | |
|---|---|---|
| | COMPANIES WITH PCS | COMPANIES WITHOUT PCS |
| Desktop | 52.5% | 33.0% |
| Laptop | 42.4 | 67.0 |
| Both | 5.1 | 0.0 |

Note: Details may not add to 100% due to rounding. Source: *Sales & Marketing Management* survey. ©*Sales & Marketing Management*

*Call reports and sales forecasts, each of which moved up a notch from last year, were next in line on the popularity scale.* One consumer goods company used call reports as a device to hook representatives into using newly issued PCs. Reveals the marketing vice president: "We told them they were free to use or ignore the machines. However, we required all call reports to be filed on their PCs for weekly transmission to the branch office. We figured that once they saw how the PC simplified that chore, they would be encouraged to use it in other areas."

> "I'm not convinced salesmen are really productive with PCs—and I'm an avid PC user myself."

The uptick in sales forecasting software is due to the increased emphasis companies place on bottoms-up forecasts as compared to the top-down species. The president of a magazine representative firm points to the "discipline of forecasting software, where guesses are replaced by hard numbers." The general manager of an aviation products concern thinks the PC results in "better organization of the information needed to make a viable forecast."

Understandably, desktops are by far the machine of choice among marketers (see Table 3). That's because when companies first placed PCs in sales departments they favored the same type of desktop they had used for years in front offices and at headquarters. Also, laptops did not become a serious contender in the sales area until recently, when technological advances—primarily readable screens and hard disk drives—made them viable tools for salespeople.

Significantly, while laptops increased their penetration from 7.2% to 9.0% among all respondents to our survey, they almost doubled their presence in the largest firms, from 5.9% to 10.7%. Furthermore, those firms that have not yet adopted sales force automation indicate by a whopping 2:1 margin that if they decide to try PCs, they will most likely use laptops.

### WINNING OVER THE OPPOSITION

Despite the overwhelming vote of confidence marketers give PCs, there's still a cadre of "show-me" recalcitrants. Interestingly, resistance does not correlate to the size of the sales force. While well over 9 of every 10 larger firms participating in the survey use PCs, slightly better than 8 out of 10 small firms have given PCs to their salespeople. The lowest rate of adoption, less than 3 out of 4, is among medium-size firms.

*Costs dwarf all other objections among the holdouts, mentioned more than twice as often as the next closest concern, lack of knowledge, 39% vs. 18%.* Next in line, "no perceived need," is cited by 13%.

Aside from claiming that costs of hardware, software, implementation, and training are too high, others point to "lack of funding" or "no cost justification."

*The need for more educational efforts by computer vendors is underscored by the remarks of several survey respondents.* "There is a dearth of computer knowledge among top management," says one sales director. An executive vice president, sales and marketing, admits, "We don't have enough in-house knowledge."

*The third largest group of holdouts doubt that PCs apply to their operations.* "There is no apparent need as yet," argues the sales manager of an apparel accessories firm. The operations manager of an entertainment products outfit contends that "because of the lack of appropriate programs, we haven't seen any need up to now."

*A managerial-type offshoot of the popular computer phobia attributed to salespeople is another deterrent.* "The sales force is paid to sell, not become computer operators," the sales director of a specialty chemicals outfit contends. "Any information they need, I can provide to them on a weekly basis. I'm not convinced they're really productive with PCs—and I'm an avid PC user myself."

If PCs have friends like that in the marketing community, who will plead their case against the critics? The users, that's who. □

C1200-1

# SALES & MARKETING MANAGEMENT

October 1988
A Bill Publication
Three Dollars

## TURNAROUND SPECIALISTS

"We're the business equivalent of a crisis intervention center."

## PROFITS

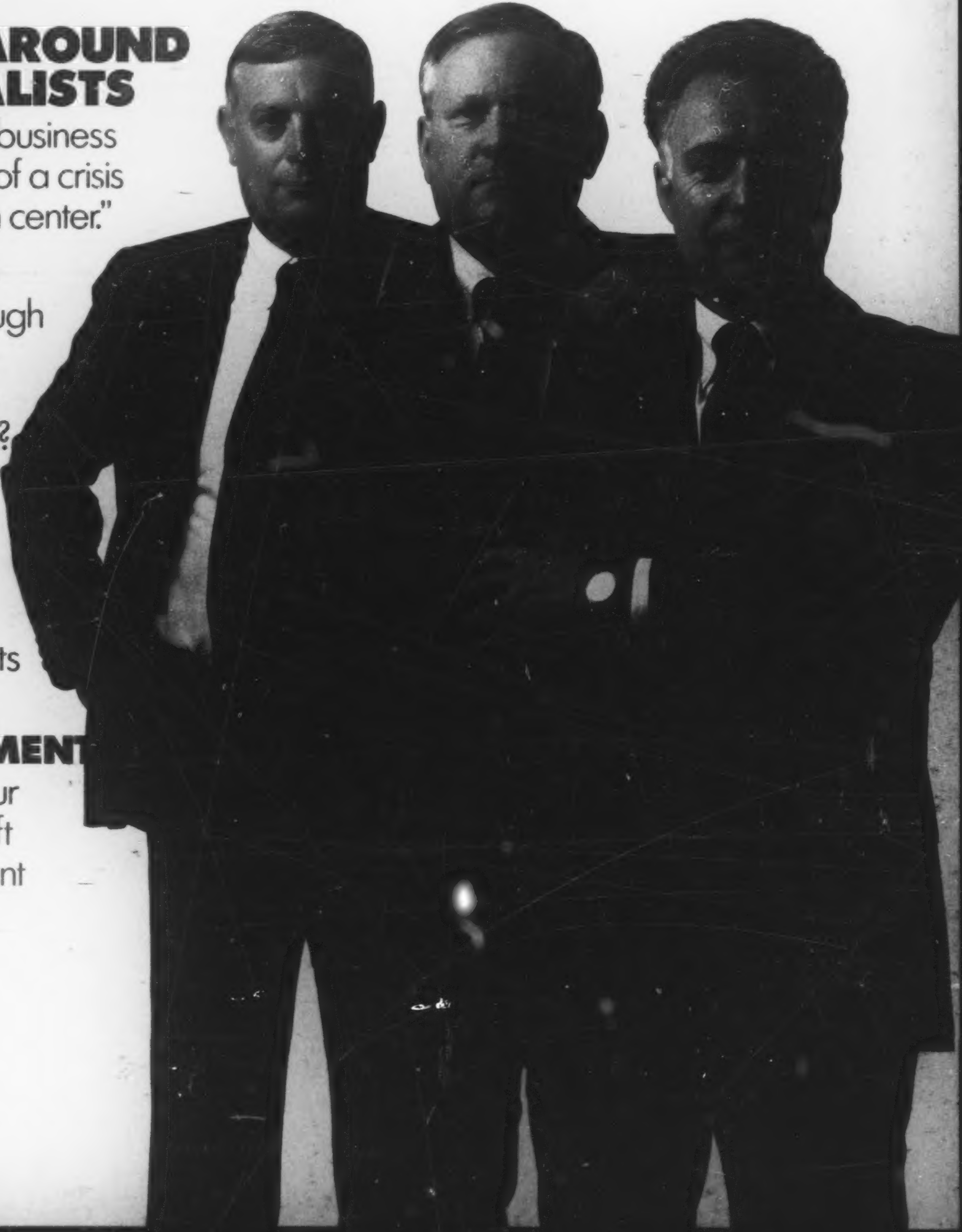
Are You Tough Enough to Raise Sales Productivity?

## FLEETS

Why U.S. Firms Are Taking Up With Imports

## SPECIAL SUPPLEMENT

Making Your Holiday Gift Giving Count



OCTOBER 1988
A BILL PUBLICATION
ESTABLISHED 1918

# SALES & MARKETING MANAGEMENT

## FEATURES

**50 ARE YOU TOUGH ENOUGH TO RAISE SALES PRODUCTIVITY?**

It isn't easy, but with the right approach, you can squeeze more profit out of every transaction.

**56 THE IMPORT ALTERNATIVE**

Foreign cars are becoming an acceptable option for fleets. Just how seriously should you consider them?

**62 SHOULD YOU TURN TO A TURNAROUND SPECIALIST?**

Can this new breed of consultant make a difference to your company? Check now, before it's too late.

**69 NEW JOB PROTECTION FOR YOU?**

A recent New Jersey court decision regarding employment at will may affect employees and companies everywhere.

**72 PAGERS: NEW SPINS TO AN OLD TECHNOLOGY**

Smaller, more efficient pagers make it possible for you to be on call wherever you go.

**77 17 QUESTIONS FOR THE NOVICE PLANNER**

If you've gotten less than you've paid for at sales meetings, maybe you're not asking the right questions.

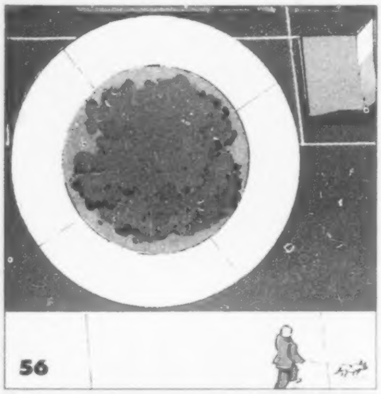
## SPECIAL SUPPLEMENT

**81 MAKING YOUR GIFT GIVING COUNT**

Whether you shop yourself or use a consultant, here's the lowdown on how to send the right holiday message.

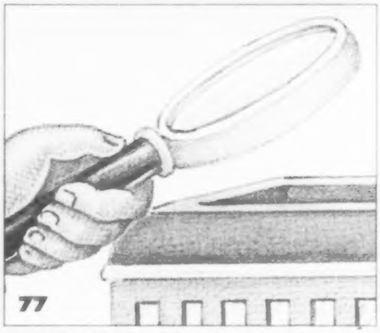
## DEPARTMENTS

**4** EDITOR'S SIDE POCKET
**6** LETTERS
**12** VIEWPOINT
**14** DEMOGRAPHICS IN ACTION
**17** TRAVELERS' NETWORK
**23** SALES FORCE MANAGEMENT
**26** BOOK FINDS
**37** SHORT TAKES
**39** BUSINESS-TO-BUSINESS
**40** INTERNATIONAL
**44** BEST ADVICE
**48** MARKETERS, ETC
**100** COMPUTERS
**110** PRESENTATIONS
**114** SECOND THOUGHTS
**117** TRAINING
**120** BUSINESS ADVERTISING
**123** SALES MART
**125** AD INDEX
**126** SIGNIFICANT TRENDS
**127** WORTH WRITING FOR



56

62



77

COVER PHOTOGRAPH BY MARK SELIGER

# EDITOR'S SIDE POCKET

## TAKING IT ON THE CHIN

"As he described his clients, [his] face broke into the sort of salesman's smile that in another place, with another product, might be considered quintessentially American."

Question: Who is being talked about here, in the good gray pages of the *New York Times?*

Answer: A crack dealer. Notice I didn't say you'll never guess. I know you've been around long enough to expect the worst image of your profession. Still, a crack dealer is one hell of a person to be compared to.

Why does the salesperson persist in being such an easy target for cheap shots? After all, it's not as if the world isn't aware that goods and services have to be moved, and that selling is the moving force. It's not as if people don't realize how many CEOs have come up through sales. It's not that people don't believe that sales *matter.*

Yet there are glimmers of approval, too. Earlier this year in *Fortune* magazine, Walter Kiechel wrote: "Oh salesmen and women, can enough be said in praise of you? You are an elite. To be sure, executives often get paid more and the munchkins who make the product deserve a certain respect. But who sees to it that the foreplay of commerce is finally consummated, with money changing hands? Salespeople." Finally, however, Kiechel must acknowledge that salespeople are unappreciated, even by sales managers who "sometimes lose their sense of the majesty and mystery of it all."

But successful salespeople realize that being unappreciated is a burden they must bear and there's nothing they can do about it, so they just go about their business bringing home the business. Unsuccessful salespeople also feel unappreciated, except that by definition they can't bring home the business, so they do other things, like take self-improvement courses, switch companies, or blame the economy. Now, however, looms a new option: They can change appearances. No kidding. A few days ago, I got a letter from a plastic surgeon who avows "more salespeople than ever before are utilizing plastic surgery to improve their sales." Then, in a chart, he proceeds to outline just what he can do for a salesperson who needs a lift (face, that is) to shore up sagging neck skin, a sure sign of—aghhhhh!—aging. Particularly striking, in the words of the good doctor, are thin lips ("not trustworthy") and weak chin ("not reliable"). Not to worry: For the latter, he recommends "suction under chin and chin implant."

In what other field (show business excepted) would a chin implant be suggested as a route to success? Is the suggestion of plastic surgery just another version of the old wheeze that looks and patter are more important than product?

These questions are brought to mind by the moment—the 70th anniversary of *Sales & Marketing Management*—and next month we'll revisit our first year. Maybe they didn't have chin implants in 1918, but other things seem to have remained the same—at least that's my impression leafing through the first issues. You can decide for yourself after reading next month's article. As for me, I'm sure that 70 years hence the bloke sitting in my chair will be asking these selfsame questions.

Vogl

**SALES & MARKETING**
MANAGEMENT

**EDITOR:** A.J. Vogl

**EXECUTIVE EDITOR:** Louise I. Driben
**GENERAL EDITOR:** Martin Everett
**SENIOR EDITORS:** Thayer C. Taylor, Computers; Arthur Bragg, Services; Richard Kern, Surveys; Bill Kelley, Industrial; William Keenan, Jr., Management

**COPY EDITOR:** Wendy Svanoe
**ASSOCIATE EDITOR:** Bristol Voss
**ASSISTANT EDITOR: (Surveys):** Melissa Campanelli
**ASSISTANT EDITOR:** Pearl Reid

**BUREAU:** West Coast, Liz Murphy, 818-508-5169

**ART DIRECTOR:** Ken Surabian
**ASSISTANT ART DIRECTOR:** Cynthia Stoddard

**CONTRIBUTING EDITORS:** Cooperative Advertising, Ed Crimmins; Market Analysis, Edward J. Spar; Meetings, Homer Smith; Sales Force Management, Jack Falvey; Travelers' Network, Gerald A. Michaelson

**PUBLISHER:** Joseph M. Migliore
**ASSOCIATE PUBLISHER:** A.J. Vogl

**PRODUCTION MANAGER:** Lynn Peretz
**ADVERTISING PRODUCTION MANAGER:** Fern E. Greenberg
**MARKETING/SALES DEVELOPMENT MANAGER:** Marilyn Rosen
**BUSINESS MANAGER:** Joseph J. Furey

**ADVERTISING:** 212-986-4800, x2254
**SUBSCRIPTIONS:** 215-630-1549
**SURVEYS; CATALOGUE PRODUCTS:** 1-800-624-6283; 515-246-6857 (Iowa)
**SINGLE REPRINTS:** 313-761-4700
**MULTIPLE REPRINTS:** 201-423-3600
**PERMISSIONS; ARTICLE SEARCH:** 212-984-2241
**BACK ISSUES:** 212-973-4911

VOL. 140, NO. 13 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in February, April, August, and November, when it is published twice a month, by Bill Communications, Inc., 633 Third Avenue, New York, NY 10017. Telephone: 212-986-4800. Copyright 1988 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $38. Canada, $52 (U.S.). Foreign, $67 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second-class postage paid at New York, NY, and at additional offices. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern, PA 19398-9975. Member of the Audit Bureau of Circulations, Association of Business Publishers, and Magazine Publishers Assn.

Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3.) This permission does not apply to the annual *Survey of Buying Power, Survey of Buying Power—Part II, Survey of Industrial & Commercial Buying Power,* or *Survey of Selling Costs* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Bristol Voss at *Sales & Marketing Management.*

*"U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870."*

ABP ABC MPA

COMPENSATION

## THE COST OF PUTTING A PERSON IN THE FIELD

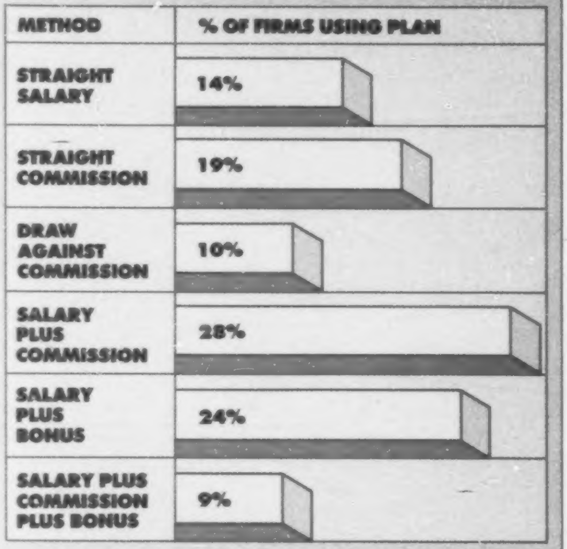
The typical field salesperson earned a median of $41,000 last year—$24,641 in base salary and $16,359 in incentive pay. The median size of a field sales force was six, and cost-per-call figures ranged from a median high of $170 for companies in the transportation, communication, and utilities industries to a median low of $58 for financial services companies. The overall median cost of a sales call was $110.

These were among the key findings of an exclusive survey conducted by the National Institute of Business Management (NIBM), which recently tabulated 747 responses from small- and medium-sized companies concerning their sales compensation practices. (The results were published in their *1988 Sales Compensation Survey.*)

Other highlights from the survey include data on various types of employee perks, which show 45% of companies supplying their salespeople with telephone credit cards; 38% offering company cars; 33% using corporate credit cards; and 23% enrolled in frequent-flyer programs. Lesser-used perks include personal computers for home use (6%), health club memberships (4%), and country club memberships (3%). The median cost per salesperson for these and other perks was calculated to be $6,000 a year.

Copies of the NIBM survey can be obtained by writing to the National Institute of Business Management, 1328 Broadway, New York, N.Y. 10001.

Methods of Compensation for Field Sales Employees



SOURCE: National Institute of Business Management; 1988 *Sales Compensation Survey.*

**Problem** You know you need Sales Management Software, but you can't find anything that fits YOUR business.

The Lead Management System™ This is **Solution** the system designed to fit YOUR needs. This system was designed by salesmen, not programmers. (No computer experience required!) Lead Management System is user friendly - you will be up and running within minutes. All the information you need to close a sale is at your fingertips WHEN YOU NEED IT. ONLY $199.95

Lead Management System™

The Next Generation in Sales Management

• MENU DRIVEN • DAILY TO DO LISTS • TOP 10 LISTS • AUTO DIALER • MAIL MERGE • REPORT WRITER • PERSONAL DAYTIMER • SALES FORECASTING • EXPENSE REPORTS • AUTOMATIC PRICE QUOTATIONS • SPREADSHEET • WORDPROCESSOR • DIRECT MAIL MANAGER • TELEMARKETING • POP UP WINDOWS • FULL SCREEN BROWSE • RECORDS LIMITED ONLY BY DISK SPACE • USER FRIENDLY • EXPORTS TO ALL POPULAR WORDPROCESSORS, SPREADSHEETS AND DATABASE PACKAGES • LAPTOP VERSION AVAILABLE •
MULTI-USER AND MANAGERS VERSION NOW AVAILABLE

AS ENDORSED AT THE TOM HOPKINS SEMINARS

TO ORDER CALL 1-800-525-5774 (outside NC) 1-919-721-0241 (inside NC)
VISA MASTERCARD North Carolina Residents add 5% Sales Tax
**Powerhouse Systems, Inc.**
1022 West First Street Suite 104 Winston-Salem NC 27101

Circle No. 153 on Reader Service Card

Are You Tired Of Making Money For Someone Else?

Gary Levitz - South Jersey, NJ
former Manager of Promotions
7-Up Company

*"After spending 15 years in the corporate rat race, I can now look back and smile. Through American Advertising Distributors, I have been able to achieve my goals, both financially and professionally. American Advertising Distributors allows me the freedom to do what I do best, "sales and marketing," without having to answer to top management ... I AM top management."*

Own the TOP Rated Advertising Franchise in America

☑ Yes! I'd like more information about your sales/marketing franchise opportunity! (Please Print)

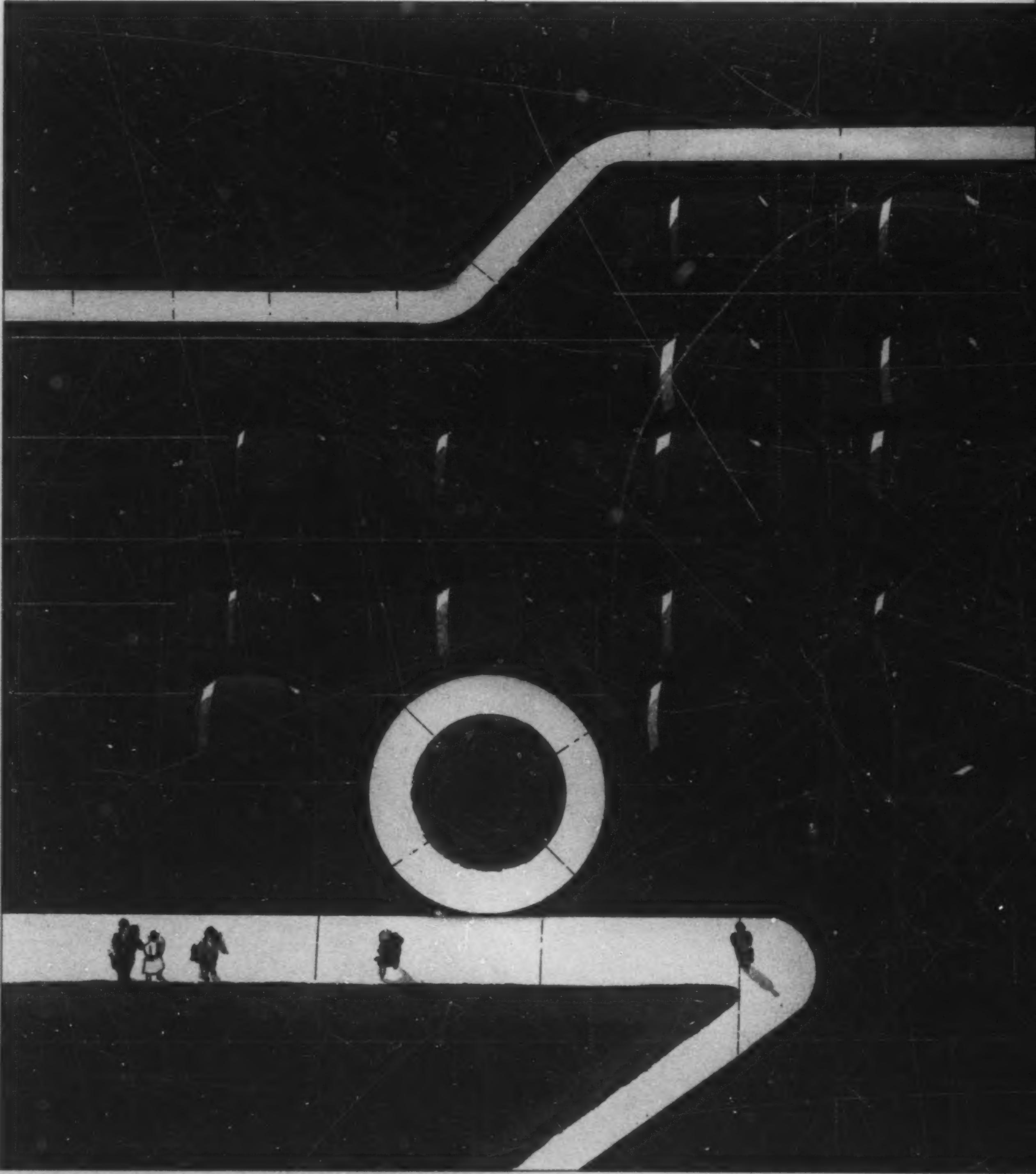
Call or mail this coupon to:
Steve Olson
Franchise Department
American Advertising Distributors, Inc.
P.O. Box AAD16964
Mesa, AZ 85211
TOLL-FREE PHONE:
800-528-8249
602-964-9393 (in AZ)

Name ______
Address ______
City ______
State ______ Zip ______
Phone ______
Sales/Marketing Experience? Yes ☐ No ☐

Circle No. 123 on Reader Service Card

# THE IMPORT ALTERNATIVE

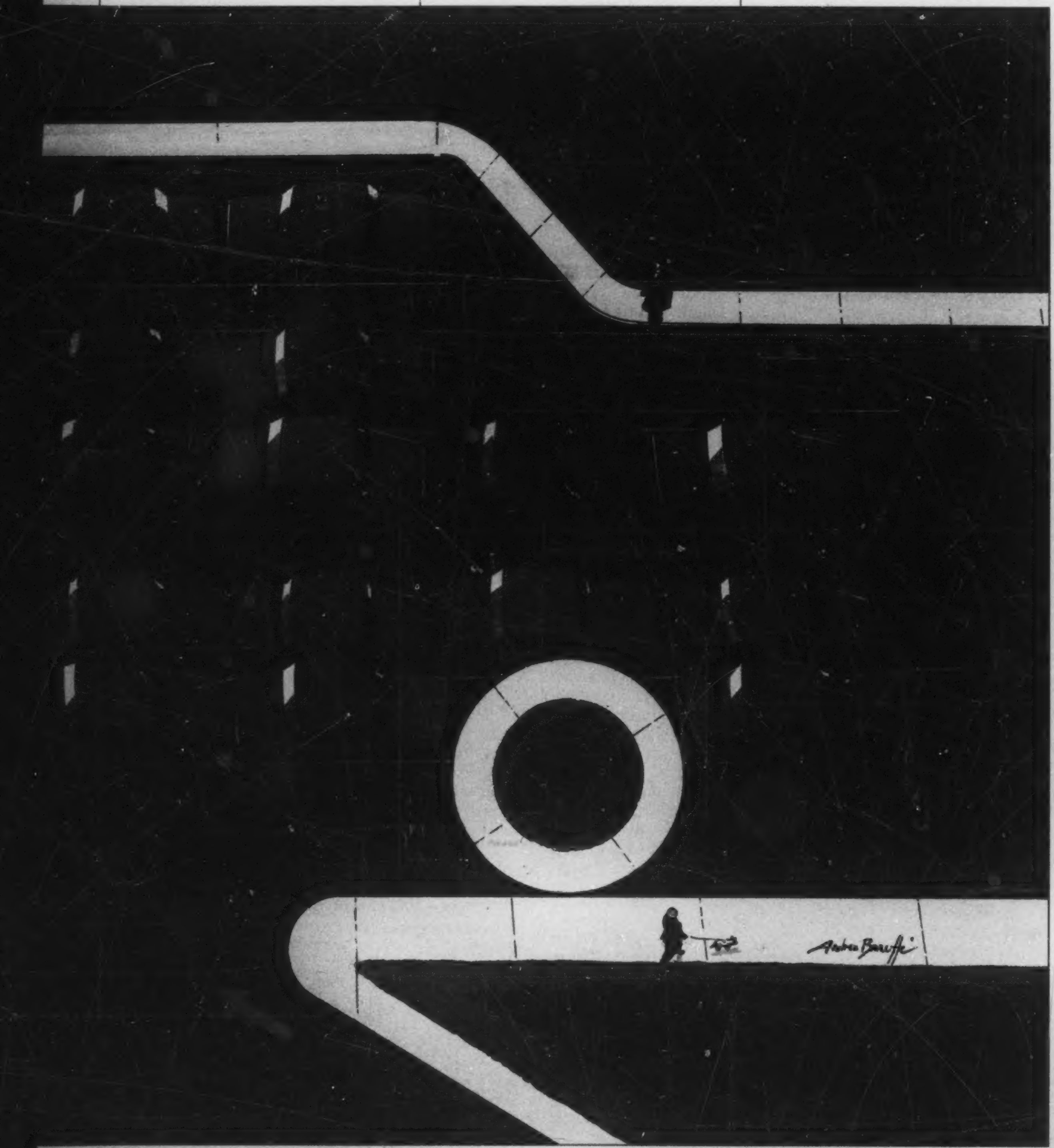
Imported cars are making their way into the fleets of some top U.S. companies. Should they be in yours?



BY BILL KELLEY, SENIOR EDITOR

**Ike Campbell** is an all-American kind of guy. He works for Hardee's, an all-American fast food restaurant that proudly serves nothing but 100% American beef hamburgers. So last year when it came to time to replace some of the company's fleet cars, he naturally selected the Toyota Camry. "We really, really want to buy American," says the fleet administrator. "But on paper we have a $1,000 saving per car versus the domestics over the term of the lease."

Campbell and others like him represent a small but growing number of executives who are choosing imported cars for their fleets. Why? Well, for some of the same reasons retail buyers have been snapping them up for years. In many cases they are cheaper, more



reliable, and have a higher resale value than their domestic counterparts. "We haven't seen anywhere near the number of imports penetrate the market that we will in the future," predicts Phillip Lazar of Runzheimer International, which recently surveyed 271 fleet executives about imports (see boxes). "They are certain to have a greater impact."

According to the Runzheimer survey, imports are already making inroads into the fleet market. In 1982, vehicles with foreign nameplates accounted for only 2% of the cars and trucks in the respondents' fleets. This year, they make up 7%. In addition, import manufacturers are pursuing the fleet market more aggressively. Don Esmond, corporate fleet manager for Toyota Motor Sales U.S.A., whose fleet sales have doubled since 1982 to 16% of total sales last year, feels that Toyota will eventually have the same success selling to corporate clients that it has had in the retail market. "We want to be players in all markets," he says. "And that certainly includes fleets." Adds James Watson, national fleet sales manager for Nissan: "I see the fleet market growing tremendously for us."

## Who's Buying?

Following are some U.S. companies who have purchased imports for their fleet:

- Anchor's Away (Nissan)
- Bristol-Myers (Toyota)
- Domino's Pizza (Nissan)
- Elco (Volkswagen)
- Firemen's Fund Insurance (Volkswagen)
- Hardee's (Toyota)
- Medcheck (Volkswagen)
- National Health Labs (Nissan & Toyota)
- Revlon (Volkswagen)
- Rohr Group (Toyota)

## Which Is Best

Following are the ratings respondents gave to imports vs. domestics (Scale: 1 = better, 2 = equal, 3 = worse):

| **Better Than Domestics** | **Rating** |
|---|---|
| Driver satisfaction | 1.7 |
| Value | 1.7 |
| Reliability | 1.7 |
| Residual value | 1.8 |
| **Worse Than Domestics** | |
| Company image | 2.6 |
| Serviceability | 2.2 |

SOURCE: Runzheimer Reports on Transportation.

**BUY AMERICAN**

Despite the gains imports have made, the fleet market is still dominated by domestic cars—a fact that is unlikely to change overnight. Because of the weak dollar, many U.S. cars now have a price advantage, and domestic manufacturers offer larger cars and more models. "It's still Detroit's market," says Phillip Russo of the National Association of Fleet Administrators. "Imports are just beginning to crop up in fleets."

But perhaps the most consistent advantage domestic cars have had over imports is their nameplate. Just a few years ago "buy American" was a way of life at many companies, and imports had trouble entering the market. "It was tough," says Toyota's Esmond of the company's early foray into the fleet market. "Quite frankly, we were getting thrown out of a lot of places."

That attitude has changed at many companies, however. The Runzheimer survey shows that only 22% of the respondents say their companies have a formal policy against buying imports—a fact that doesn't surprise some import salespeople. Says Lodge Weber, a fleet field sales manager for Nissan in Memphis, Tenn.: "The flag waving sentiment is gone for the most part. I seldom see it anymore."

Others are not so certain that the changes are widespread. Bob Carter, a fleet salesman for Toyota in Chicago, says he doesn't run up against the "buy American" attitude as frequently as he did in the past, but it still exists. "Over the last couple of years it's been dying out," he says. "But I don't want to mislead you. I've been in situations where we've run the tests, done the figures, and really sold the guy. Then he goes to top management and it dies. They are just not going to buy an import."

It's harder to distinguish what is and what isn't an American-made automobile.

While importers may downplay the significance of their cars' origins, those responsible for choosing fleet vehicles often can't. For this article, for example, all but a few requested anonymity when discussing purchasing imports for their fleets. "It's just something we don't want to publicize," says an executive for a medical supply company that recently added Toyota Camrys to its fleet.

And it seems to be a particularly sensitive issue when it comes to sales. One fleet executive says his company's sales force has domestic cars, while the rest of the fleet consists of Volkswagen Golfs and Toyota Corollas. "The imports are strictly for delivery and distribution," he says.

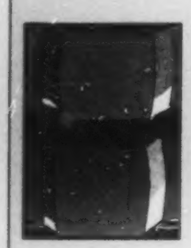
Ike Campbell of Hardee's, who added 130 Camrys to the company's 540 vehicle fleet, explains the dilemma many corporations face when using imports: "We cater to people in the United States of America. That's who comes into our restaurants. And I'm sure that there are some people here [at Hardee's] who don't think it looks good. But some of our district managers want them because they've had such good luck with them."

Regardless of the imports' success in the fleet market, however, few believe the cars will reach the level of acceptance they have in the retail market. Skeet Chadwick, a senior vice president at PHH Fleet America, Hunt Valley, Md., a fleet management and leasing company, says domestics will continue to have an advantage over foreign vehicles. "There will always be companies that will not consider imports strictly because they are imports."

**THE MELTING POT**

To some degree, imports can thank their recent success in the fleet market to "captive imports"—cars made outside this country but marketed by U.S. companies. While the practice is not new, it has become more popular. For example, of the following cars—Pontiac LeMans, Dodge Colt, Mercury Tracer, and Honda Accord—only the Accord is made in the U.S. (The others are made in Korea, Japan, and Mexico, respectively.)

## Chevrolet vs. Toyota



Runzheimer recently compared the annual costs of a 1988 Chevrolet Nova 4-door hatchback and a 1988 Toyota Corolla Deluxe 4-door. Operating expenses (fuel, maintenance, etc.) and ownership expenses (licensing, depreciation, financing, etc.) were compared, and a cost analysis was done based on retaining the cars for a three-year/60,000 mile cycle. Both cars have automatic transmission, power steering, power brakes, air conditioning, AM/FM stereo radios, and other popular options. The Nova was produced by NUMMI, the joint venture between Chevrolet and Toyota, and is a virtual clone of the 1984-87 Corolla. The Corolla was redesigned this year. Runzheimer cautions that cost may vary significantly in different regions and that the figures, which are averages, be used only as a guide.

| | **COROLLA** | **NOVA** |
|---|---|---|
| PRICE | $10,265 | $10,453 |
| Horsepower | 90 | 72 |
| Length | 170.3 in. | 166.3 in. |
| Width | 65.2 In. | 64.4 in. |
| Wheelbase | 95.7 in. | 95.7 in. |
| Displacement/ Cyl. | 1.61/4 cyl. | 1.61/4 cyl. |
| Operating Costs | $1,280 | $1,210 |
| Ownership Costs | $3,378 | $3,803 |
| **Total** | **$4,658** | **$5,013** |

Because of a higher purchase price and higher insurance expenses and taxes, the Nova would cost, on average, $355 more a year to own and operate.

SOURCE: Runzheimer Reports on Transportation

## What They Bought

Following are the nameplates respondents to the Runzheimer survey added to their fleets in 1988:

| **Domestics** | |
|---|---|
| 1. Chevrolet | 90% |
| 2. Ford | 74% |
| 3. Dodge | 52% |
| 4. Oldsmobile | 39% |
| 5. Buick | 38% |
| 6. Pontiac | 37% |
| 7. GMC | 31% |
| 8. Plymouth | 30% |
| 9. Lincoln/Mercury | 28% |
| 10. Chrysler | 20% |
| 11. AMC/JEEP/Eagle | 12% |
| 12. Cadillac | 10% |

| **Captive Imports*** | |
|---|---|
| 1. Sprint | 2% |
| 2. Colt | 2% |
| 3. Merkur | 1% |
| 4. Festiva | 1% |
| 5. LeMans | 1% |
| 6. Spectrum | 1% |

| **Imports** | |
|---|---|
| 1. Toyota | 6% |
| 2. Nissan | 3% |
| 3. Honda | 2% |
| 4. Mercedes-Benz | 2% |
| 5. Volvo | 2% |
| 6. Subaru | 1% |
| 7. Volkswagen | 1% |

*Foreign-made cars sold under domestic nameplates

In addition, American companies have increased their use of foreign-made parts; importers have started opening plants in the U.S.; and there have been joint ventures between foreign and domestic carmakers, such as Chevrolet and Toyota's NUMMI (New United Motor Manufacturing Incorporated) project. All this has made it harder to distinguish what is and what isn't an American-made automobile. Says Chuck Petrusch, fleet manager at Volkswagen United States: "As far as I know, there is no such thing as a 100% American car."

The confusion between what's American and what's not has made it easier for some executives to buy imports. For example, a sales manager for a midwestern pharmaceutical office says his salespeople seldom hear remarks about the imports they drive. But when they do, he says, they have a standard answer. "They tell them they are made here, and the other fellow usually says, 'Oh,' and that's it."

In fact, Hardee's Campbell says it would be virtually impossible for him to use Toyotas in his fleet if the company didn't have manufacturing facilities in the U.S. "I told them, 'If you are not going to be making cars here, we've got a problem. I'm not going to be able to do business with you.' "

The changing image of imports has also made them more desirable for fleets. Once thought of as small, bare-bones economy cars, newer models are now considered luxurious enough for sales fleets. Says Nissan's Watson: "What you're often selling in the fleet market is image." PHH Fleet America's Chadwick also says the novelty of imports makes them attractive to some users. "A person who has driven the same car for two or three [fleet] cycles may pick an import just because it's something different to park in his driveway. It may be a few years down the road to see how well they are accepted."

### MAKING A CHOICE

Still, for many, deciding between a domestic and import car will be difficult. In certain cases, an import may be a better value, but a sales manager will have to ask himself if there is a risk in having his salespeople seen in anything but a domestic car.

Regardless of the decision, experts such as Runzheimer suggest proceeding slowly. Perform the normal cost analysis and then let the salespeople decide if they want to try an import. Only then can companies be sure of the effects of imports on their business. ☐

# IS IT REALLY THE THOUGHT THAT COUNTS?

## Purpose, Not Price, Seems To Be the Major Determinant in Executive Gift Giving.

Is it really better to give than to receive?

It must be. In a recent survey conducted by Edward S. Hoffman and Assoc. for this magazine, nearly 87% of sales and marketing executives polled work for companies or divisions of companies that practice regular gift giving. However, only about 66% of executives polled said they receive business gifts. Who said life was fair?

The lack of quid pro quo has not diminished executives' involvement in the gift-giving process: Of the 444 respondents, nearly 70% take personal responsibility for the selection and giving of gifts, and spend, on average, $7,500 a year for those gifts. Industry sources predict that totals for business gift giving nationwide will increase 3% to over $1.6 billion this year, down from a 7% increase last year. ▶

GIFT WRAP PHOTOGRAPHY BY WALTER WICK

## How Much Is Spent

| PRICE RANGE | % OF RESPONDENTS |
|---|---|
| Under $10 | 37% |
| $10-$24 | 52 |
| $25-$49 | 54 |
| $50-$74 | 19 |
| $75-$99 | 13 |
| $100-$200 | 16 |
| Over $200 | 10 |

Base: 444 responses. Percentages exceed 100 due to rounding and multiple answers.

## Approximate Size of Gift Lists

| CUSTOMERS | % OF RESPONDENTS | EMPLOYEES | % OF RESPONDENTS |
|---|---|---|---|
| 1-9 people | 5% | 1-9 people | 17% |
| 10-24 | 18 | 10-24 | 28 |
| 25-49 | 16 | 25-49 | 11 |
| 50-74 | 13 | 50-74 | 12 |
| 75-99 | 2 | 75-99 | .4 |
| 100-499 | 32 | 100-499 | 21 |
| 500-1,000 | 7 | 500-1,000 | 2 |
| Over 1,000 | 4 | Over 1,000 | 1 |

Base: 385 responses. Base: 273 responses.
Percentages do not add up to 100% due to some N/A responses.

Most gifts are given for personal use (78%), followed by gifts for the office (59%), and home and family gifts (45%). Traditional fare dominates: Calendars, pen and pencil sets, clothing, liquor, and food remain popular, while appliances and electronics frequently appear on pricey gift agendas.

A tradition that seems to have fallen by the wayside, however, is personalizing gifts with the recipient's name or monogram. Only 26% of the respondents give personalized gifts; in contrast, nearly three times as many give gifts imprinted with company logos or slogans.

Christmas is the time most business gifts are given (65%), but just under half those polled give year-round. Birthdays and anniversaries are among the most popular occasions, and nearly two-thirds of the executives polled hand out retirement gifts.

Don't forget to factor Uncle Sam into your gift-giving plans: The limit on tax-deductible gifts is $25 per recipient, excluding company promotional items. (Items imprinted with company logos may sometimes be exempt from the $25 limit.) State tax rules may also apply, so check with your local IRS corporate gifts department before making final gift-giving decisions.

**Gifts for use at home or [illegible] office can be more [illegible] functional, whether an [illegible] ($89), [illegible] up a desk, a [illegible] ($34), or [illegible] leather goods [illegible]**

FOR SPE[illegible] ON PRO[illegible] THESE PAGES

CAM software. A turnkey system offering both hardware and software, ONE PLUS comprises two solutions: ONEsales Sales Support System, which provides modules for client and prospect management, mass mailings, telemarketing, reporting, and a top-five tickler; and ONEbase Department Information Base, which lets marketing departments consolidate information from multiple sources.

KLS Inc.'s SNAP, a territory management program, is cited as a middle-market system. PC-based, the menu-driven software includes options for client/prospect information, mailings, telemarketing, word processing, reporting, and special functions such as moving data and creating data files.

Follow-Up, by XYCAD Group, a PC-based generic client tracking system, is cited as a typical low-end program; yet the software has been used by companies with more than 400 salespeople. According to president William Zimmerman, "The purpose of automation is to make salespeople more informed and therefore seem more interested in their clients. We're just taking a card system that sales has been using and automating it—the system has been working forever."

## EDI: AN OPTION OR A NECESSITY?

What was once a competitive advantage—electronic data interchange (EDI), or computer-to-computer transactions—is becoming a competitive necessity for marketers. So said Howard Anderson, managing director of the Yankee Group, the Boston research firm specializing in communications and computers, at their recent annual EDI Summit Conference in New York City. Anderson estimates more than 3,200 companies employ EDI and that half of these companies became new users just last year.

The 3,200 are expected to multiply as costs tumble almost 50% between 1988 and 1993 and awareness of benefits spreads. Yankee Group projections see the price of PC-based EDI software plummeting approximately 50% to $1,700, and transaction fees declining correspondingly to 77¢.

Conceding that EDI benefits to date "are intuitively apparent but difficult to quantify," Anderson says they include: (1) reduced paperwork, inventory costs, and data entry errors; (2) elimination of mail delays; (3) easier order changes; and (4) faster payments and identification of "slow movers."

Anderson was seconded by speakers from Xerox and Eastman Kodak. Xerox uses EDI as "an electronic administrative service to make it easier for customers to do business with us," said Charles E. Walters, manager of customer projects/Xcel. Among the services: an electronic order network for PO (purchase order) transactions

### EDI Market Growth in U.S.

|  | **1988 (Mil. $)** | **1993 (Mil. $)** | **Avg. Annual Growth Rate** |
|---|---|---|---|
| Software | $ 50 | $ 85 | 14% |
| Network services | 70 | 830 | 217 |
| Total | $120 | $915 | 132% |

SOURCE: Yankee Group

How To Keep Your Sales And Marketing Program From Falling Apart.

HelloYellow
Mountain Bell Yellow Pages

*Introducing CarryPac Expanding Portfolios. Perfect for packaging a wide variety of material for meetings, sales presentations and programs. Call toll free* **1-800-421-0350** *or mail this coupon for a FREE sample and complete information.*

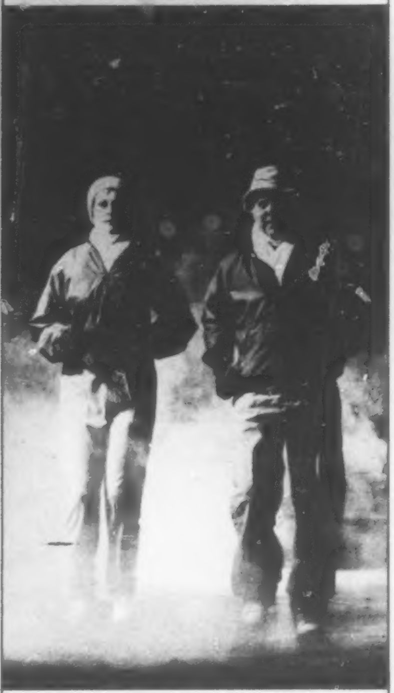
Name: __________
Firm: __________
Address: __________
City/State/Zip: __________
Phone: __________

CarryPac

Kruysman, Incorporated
160 Varick Street New York, NY 10013
(212) 255-1144
© 1987 Kruysman, Inc.

Circle No. 165 on Reader Service Card

They're out for blood.



At first, it was only once a week. Then three times. Now they're out for blood every night.
And they're not alone. They're just two of the thousands of people all over the country who are finally starting to do something about the disease that kills almost 32,000 Americans every year—and afflicts another 38 million. It's high blood pressure.
And the beauty of it is that once you know you've got it, you can usually control it. By following your doctor's advice. By exercising regularly to control weight. By eating the right foods. By restricting your salt intake. And by sticking to your prescribed medication.
If you've got high blood pressure, talk to your doctor today about getting started on a program that will keep you out for blood. And in the running.

WE'RE FIGHTING FOR YOUR LIFE

American Heart Association

and RFQs (requests for quotation), enabling major customers to enter Xerox invoices directly into their accounts payable systems, thus avoiding rekeying data and allowing customers to make payments electronically.

Noting that Kodak launched its electronic purchase order system in 1983, EDI program manager Wilfred D. Oliver said the company experienced "significant benefits. The quality of two-way communications has improved." Among 50 major suppliers participating in Kodak's EDI program, he added, 20% of POs are placed electronically. Kodak will add more trading partners and expand EDI to cover more documents and transactions beyond the purchasing area, Oliver said.

Still, some knotty issues crimp EDI implementation rates, warned James R. Oravec, associate director of Automotive Industry Action Group, Southfield, Mich. Among those he mentioned: "Lack of top-down commitment by management; integration of data, text, and graphics into EDI; and insufficient understanding of EDI benefits, uses, and techniques."

Proliferation of standards spawned by EDI is another hurdle, cautioned Audrey L. Mandella, Yankee Group's director of European research. Claiming "there are too many standards to keep track of," she stressed that this issue will become more vexing "as markets become more global and the incompatibility between U.S. and European standards becomes more troublesome." Mandella emphasized that adoption of international standards will be necessary as "Europe 1992"—the reduction of trade barriers to promote Europe as one market—takes effect. □

## Move into the Fast Lane

**Howard Anderson, managing director, Yankee Group.**

Yankee Group's Howard Anderson paints this scenario of how an EDI information system accelerates the marketing tempo within a two-hour period at a manufacturing company:

**10:10** Sales forecasting module of an EDI program indicates that 43% of EDI orders are for models 21 and 22, much higher than anticipated.

**10:15** Factory automation program adjusts its production schedules to accommodate shift in demand and meet increased orders for both models.

**10:25** Key suppliers of models 21 and 22 components told via EDI to accelerate deliveries of needed parts and increase future production.

**10:30** EDI and electronic mail system combined to alert major customers of potential out-of-stock position of both models and advise them announcement will be made on business television at 11:00.

**10:45** Electronic mail alerts sales force of change in sales strategy: They stop writing orders for models 21 and 22 due to potential shortages and push model 25 as an alternative; prices on models 21 and 22 to be raised.

**10:50** Prices raised on both models.

**10:55** Broadcast price change via E-mail to sales force and customer base.

**11:00** Sales VP uses business television to bring key customers up-to-date on implications of shortages and says reserve stock will be set aside per agreed-upon economic order quantity (EOQ) levels. He also asks for immediate confirmation via EDI and suggests model 25 as a substitute.

**11:15** Business television used to bring key suppliers up-to-date.

**11:45** Send CAD (computer-aided design) drawings of model 25 to key customers via an advanced form of E-mail that handles graphics, along with change diagrams that illustrate necessary retrofitting.

**12:00** Place parts orders via EDI for increased model 25 components; multiple sources of standard parts asked for best price and delivery schedule.